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POPULATION AND ECONOMY -  
FUQUAY-VARINA

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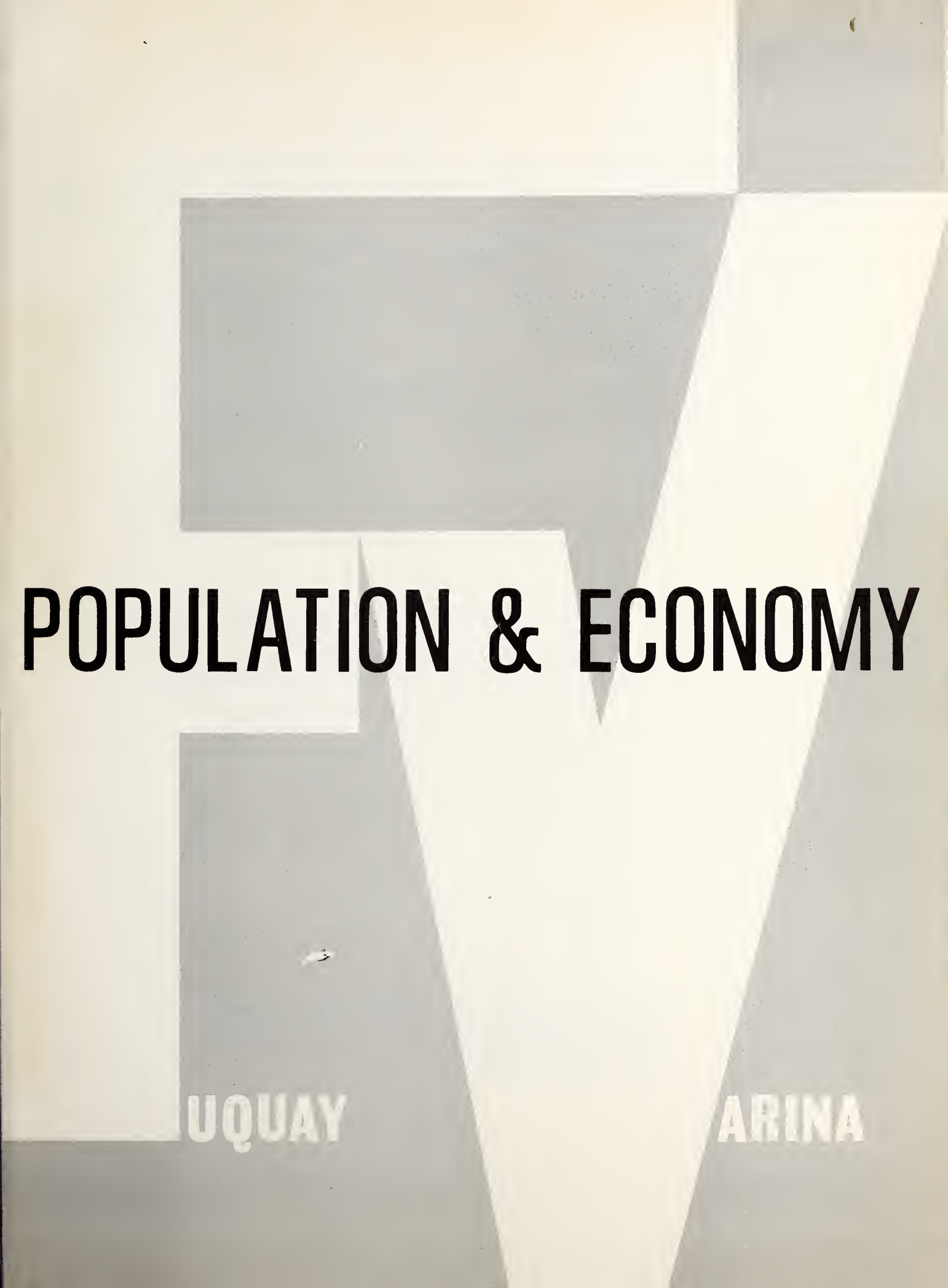
# POPULATION & ECONOMY

UQUAY

ARINA







# POPULATION & ECONOMY

UQUAY

ARINA

The preparation of this report, was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

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## INTRODUCTION

In June of 1963, the Town of Fuquay-Varina contracted with the Division of Community Planning for assistance in preparing several planning studies. The types of assistance called for by the contract include: base mapping, a land use survey and analysis, a population and economic study, and a land use plan.

A base map and the information derived from a survey and analysis of land use are essential in formulating a land use plan. In addition to being helpful in the preparation of a land use plan, the study of the population and economy is designed to be of use in preparing other types of plans which the town out of necessity must make from time to time.

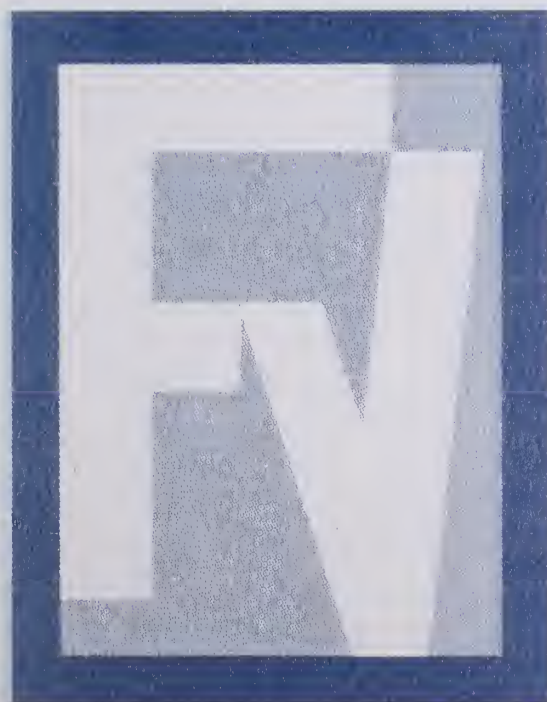
In order to be of maximum benefit to those persons responsible for formulating and implementing plans for the distant future as well as the near future, this study highlights significant population and economic trends and provides an inventory of the population and economic situation in Fuquay-Varina and surrounding areas.

Much of the data contained in this study were taken from decennial reports published by the Bureau of the Census. The Division of Community Planning compiled the information taken from these reports. In those instances in which information was compiled or derived from some other source, the agencies or persons providing the data are cited.

Due to a lack of information on a township basis, census tract reports have been relied upon to provide data on the rural residents living near Fuquay-Varina. As shall be spelled out in greater detail in the text, although the boundaries of each one of the tracts used are not coterminous with those of a township, the boundaries of each tract are the same as those for a township where the township boundaries follow natural or permanent, man-made features.



# **HISTORICAL & REGIONAL SETTING**







## HISTORICAL AND REGIONAL SETTING

By an act of the North Carolina General Assembly, the name of the Town of Fuquay-Springs was changed to Fuquay-Varina in May of 1963 in order to recognize the large commercial and residential area in the northern part of the town called Varina. The settlement of the town dates back over 100 years to the time when people came from great distances to drink the waters in the local medicinal springs. However, incorporation did not come until 1909, one year after a tobacco market began operating in the area.

Located 14 miles north of Fuquay-Varina in the center of Wake County is Raleigh, the capitol of North Carolina and the fourth largest city in the state with a population of 100,000. Although Fuquay-Varina was one of the last of the satellite towns to incorporate in the Raleigh area; it is the third largest municipality in Wake County.

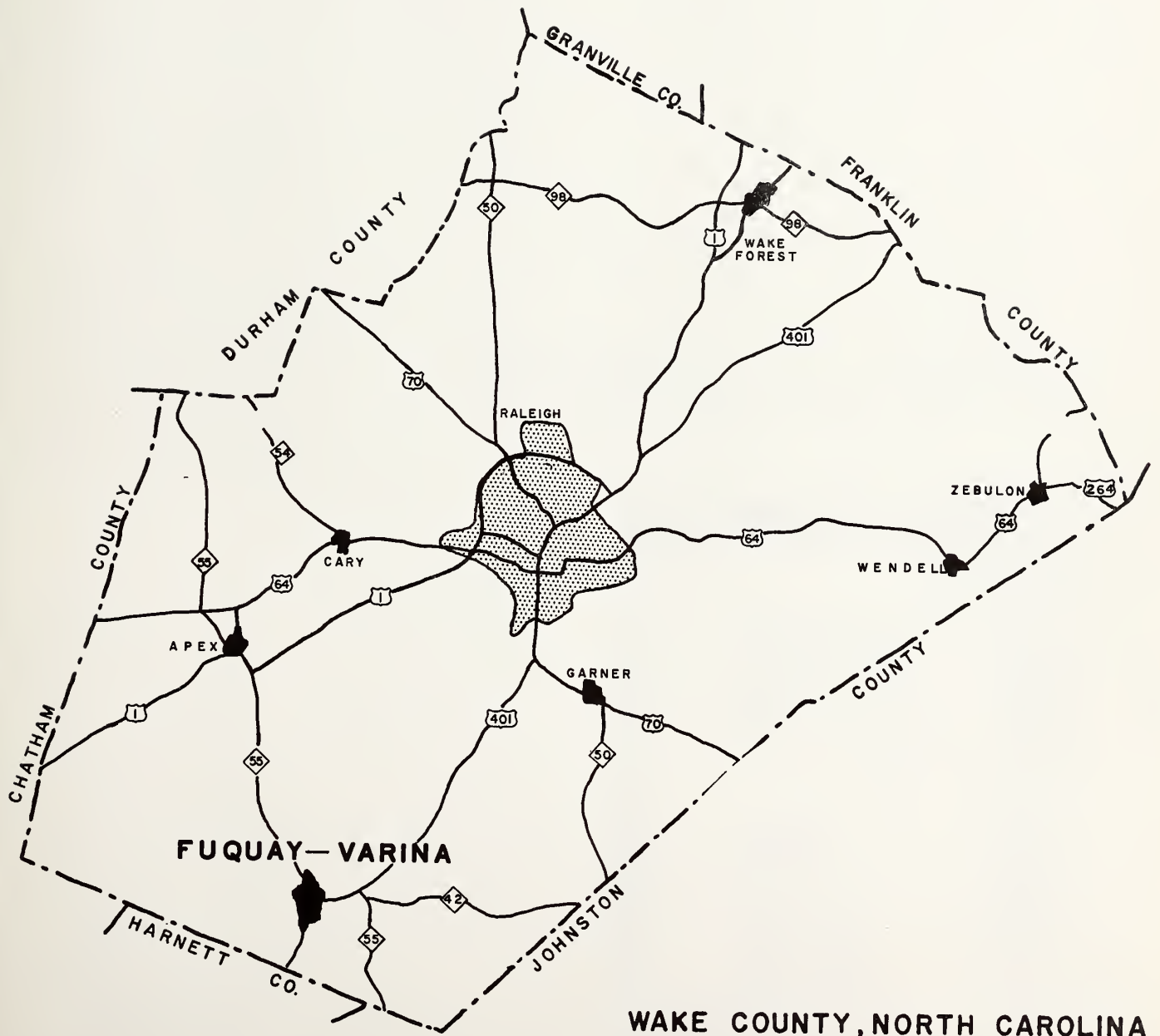
The town's relatively large size becomes more significant when one realizes that it is located farther from Raleigh than most of the other satellite towns in the county. Garner, which might be considered as a suburb of Raleigh, had only 62 more people than the 3,389 found in Fuquay-Varina in 1960.

In addition to the four tobacco marketing firms, there are four industrial plants which provide substantial, industrial employment opportunities. Two plants process the tobacco sold on the Fuquay-Varina market and other nearby tobacco markets. There are two manufacturing plants: one plant manufactures apparel products such as towels and diapers; the other manufactures vibrators for radios and other electric equipment. Even with this industrialization, Fuquay-Varina's commercial activity is still tied very closely to developments in agriculture because such a large portion of the people shopping in the town are employed in agriculture.

Fuquay-Varina, and all of Wake County, is located in the Piedmont, the physiographic region in which most of the state's population and industrial growth is occurring. Wake County is also included as one of the 12 counties making up the Piedmont Crescent. Stretching from Charlotte (Mecklenburg County) to Raleigh, this string of counties represents the heart of the state's population and industrial expansion.



MAP 1



WAKE COUNTY, NORTH CAROLINA

0 3 6 MILES  
APPROX. SCALE





# POPULATION







## POPULATION

In 1910, one year after incorporation, Fuquay-Springs, renamed Fuquay-Varina in 1963, had a population of 127. Since that time the town has experienced much growth. In 1960 there were 3,389 people living in the town. During this 50-year period, no other municipality in Wake County grew as rapidly as Fuquay-Varina, not even Raleigh, the metropolis of Wake County. The town's rate of growth was more than three times as great as that of any other municipality in the county except Garner; its growth was about one half the rate of Fuquay-Varina's. Raleigh's rate of growth was well below that experienced by the three largest satellite towns (Fuquay-Varina, Garner, and Cary), but was in line with the rate of growth experienced by the other satellite towns which encircle the city.

Although Fuquay-Varina had the smallest population in 1910, it was the second largest satellite town in Wake County in 1960. Garner was slightly larger, and Cary was a little smaller. Fuquay-Varina's 70 percent gain in population during the 1950's was consistent with rates of growth during past decades. However, Cary and Garner's rates of growth from 1950-1960 were not in keeping with past trends for these towns. The number of people in each of these two towns more than doubled during the past decade, primarily as a result of the spill-over from Raleigh. /1

In 1910, Fuquay-Varina was about one-fourth the size of either Wendell, Zebulon or Apex. Due to the comparatively slow growth in these towns since that time, Fuquay-Varina's population in 1960 was almost three times as great as that in each of the other three towns. Since the college left Wake Forest during the early 1950's, the town's population has suffered a loss. There were 2,664 people living in Wake Forest in 1960: about 1,000 fewer than 10 years earlier and only 1,200 more than in 1910.

---

1/ Although many people are attracted to Raleigh to work, the majority of these new comers choose to live in suburbs outside the city. This pattern of living is evident from the fact that the city annexed 28,536 people during the past decade. Without this annexation, the city's population in 1960 would have been 284 fewer than in 1950.



CHART 1      **POPULATION**  
**1910 - 1960**

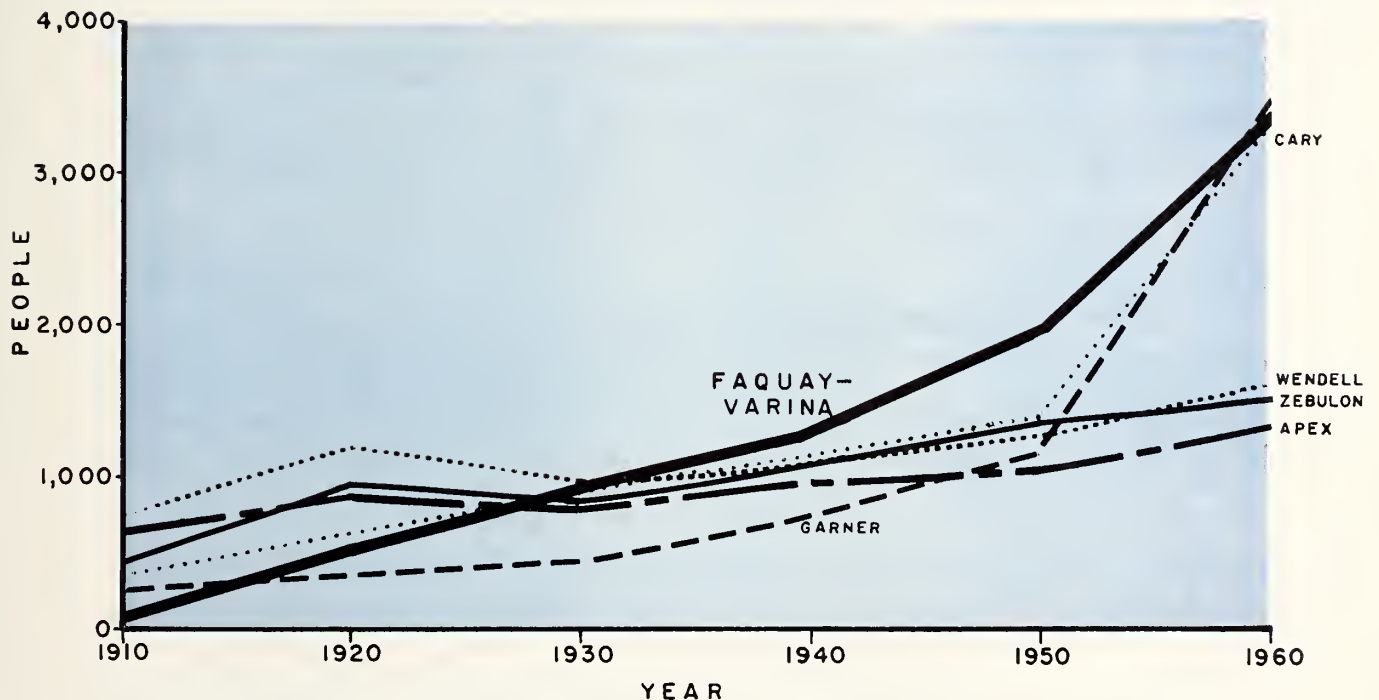
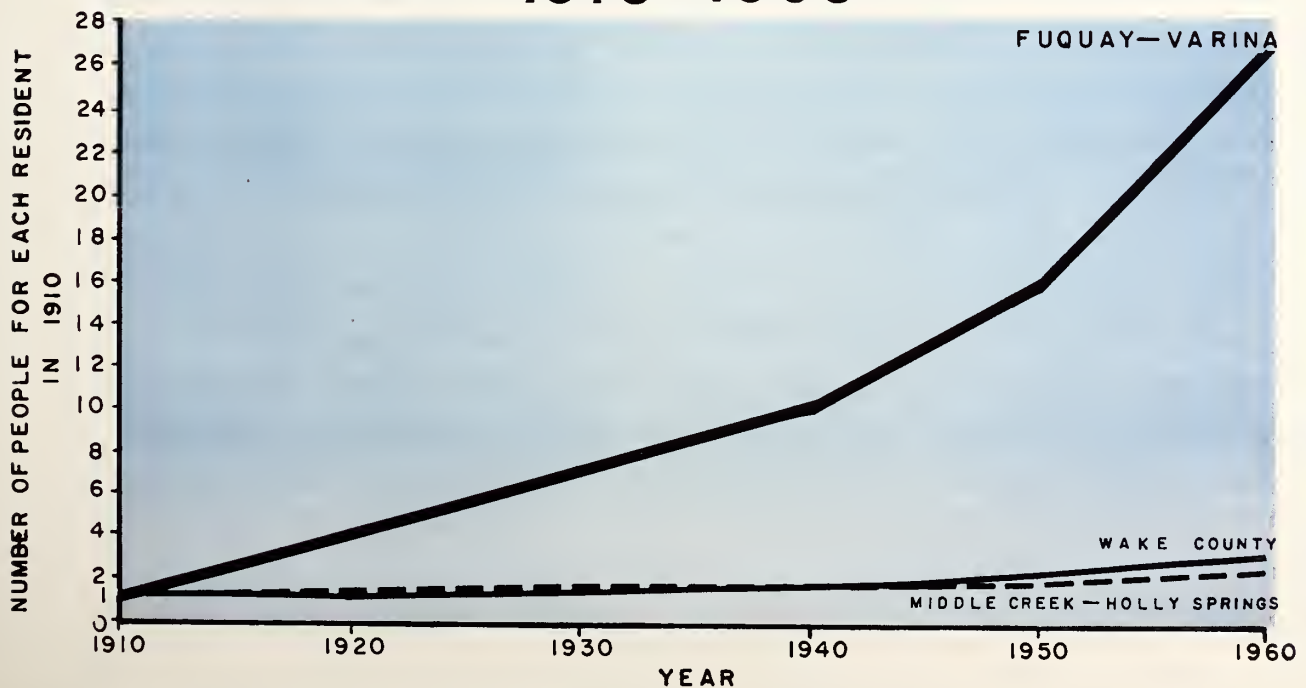


CHART 2      **RELATIVE RATE OF**  
**POPULATION GROWTH,**  
**1910-1960**





While nearly 100 percent of Fuquay-Varina's land area and 99.5 percent of its 1960 population are located in Middle Creek Township, the town's corporate limits does extend into Holly Springs Township. In 1910 there were twice as many people in Middle Creek as in Holly Springs Township. Due to the fact that Holly Springs' rate of growth has consistently lagged behind that of Middle Creek, in 1960 there were almost four times as many people living in Middle Creek as in Holly Springs Township. Middle Creek had a population of 7,731 and Holly Springs Township had 2,965 in 1960.

In order to put the growth of these two townships in proper perspective, it is helpful to understand the relationship between their growth and the rest of the county, state, and nation. These two townships as a unit have not grown relatively as much as the rest of Wake County over the past 50 years. Prior to 1940, these two township-areas grew relatively faster than the rest of the county. Since that time, however, the area has experienced rapid growth, but the rate of growth in the rest of the county has been greater.

During the past 50 years, Wake County had a higher rate of growth than the state, and the state in turn had a higher rate than the nation. However, due to a large amount of out-migration from the predominantly farm-oriented counties in the state, North Carolina's rate of growth has been less than the nation's during the past two decades. Since many of the people leaving the farm have moved to Wake County to seek employment, the county's rate of growth during the past two decades has been significantly greater than that of the state and nation. For example, during the past decade, Wake County's population increased by 24 percent while the state's gain amounted to only 12 percent and the nation's 18 percent.

It will be shown in the section of this report dealing with the economy that Fuquay-Varina's trade area extends into three townships in Harnett County (Buckhorn, Hectors Creek, and Black River) as well as the two townships in Wake County named above. Thus, the developments in these three townships in Harnett County





are important to the town. While each of the two Wake County townships had a considerable gain in population during the past decade, each of the three Harnett County townships had fewer residents in 1960 than in 1950.

The total population in Buckhorn, Hectors Creek, and Black River townships amounted to 6,463 in 1960 compared to 7,176 in 1950. Even with this drop, the large population gains in Middle Creek and Holly Springs townships, in Wake County between 1950 and 1960, resulted in an increase in the population in Fuquay-Varina's five township trade area. The total number of people in the trade area townships increased from 16,008 in 1950 to 17,159 in 1960, a 7 percent gain.



TABLE 1 - POPULATION TRENDS FOR FUQUAY-VARINA AND SELECTED AREAS, 1910-1960

<u>YEAR</u>	<u>FUQUAY VARINA</u>	<u>MIDDLE CREEK TWP.</u>	<u>HOLLY SPRINGS TWP.</u>	<u>BOTH TWPS.</u>	<u>WAKE COUNTY</u>
1910	127	2,213	2,250	4,463	63,229
1920	555	3,061	2,409	5,470	75,155
% Change	337	38	7	23	19
1930	963	4,522	2,520	7,042	94,757
% Change	74	48	5	29	26
1940	1,323	5,055	2,611	7,666	109,544
% Change	37	12	4	9	16
1950	1,992	6,343	2,489	8,832	136,450
% Change	51	26	-5	15	25
1960	3,389 <sup>1</sup>	7,731	2,965	10,696	169,082
% Change	70	22	19	21	24

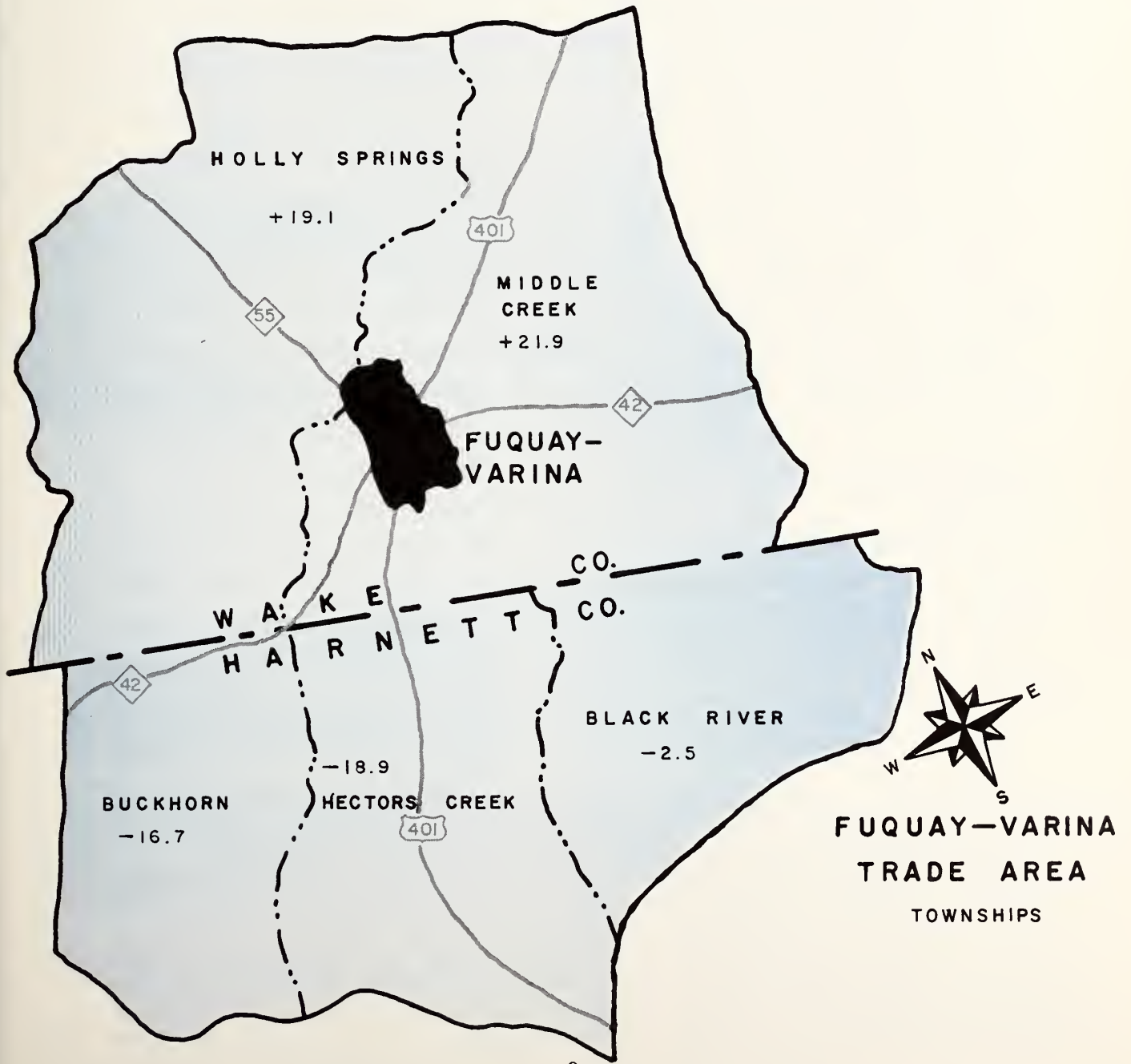
Percent increase by selected period.

1910-30	658	104	12	58	50
1930-60	252	71	18	52	78
1910-60	2,569	249	32	140	167

<sup>1</sup>Part of Middle Creek and Holly Springs Township annexed to Fuquay-Varina during 1950's.



# PERCENT CHANGE IN POPULATION BY TOWNSHIP, 1950-1960







## MIGRATION /1

Generally, there are four types of developments which cause a community's population to change -- births, deaths, migration, and boundary changes. Since the population of Middle Creek Township increased by 22 compared to an increase of only 12 percent for the state and 18 percent for the nation during the past decade, it is apparent that the more rapid growth in this township was made possible by the movement of people into the township or by a change in township boundaries.

Since births and deaths are not recorded by township, the amount of natural increase (births minus deaths) in the township is not known. But it is possible to estimate the amount of natural increase based on county trends and thereby determine the amount of migration. Using the county rate of natural increase during the decade per 100 residents in 1950, it is estimated that the total natural increase for Middle Creek Township amounted to 1,199. Therefore, since the population in the township increased by 1,388, it is estimated that 189 people moved into the township during the past decade or were added as a result of the change in township boundaries between 1950 and 1960. /2

Using the same procedure to determine the natural population increase for Fuquay-Varina, it is estimated that births exceeded deaths in the town by 316 during the past decade. Therefore, since the population increased by 1,397, it is estimated that 1,021 people migrated to the town or were taken in by annexation. Of this number, it is estimated that 565 were taken in by annexation and the remaining 456 people moved into the town.

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1/ All statements about migration refer to the net movement, that is, the number of in-migrants minus out-migrants.

2/ Between 1950 and 1960, boundaries for Middle Creek Township were changed. The township's western boundary was essentially unchanged. The southeast portion of Middle Creek's eastern boundary was moved farther eastward to intersect with the Johnston County line rather than the Harnett County line as was the case in 1950. The northern boundary was moved farther away from Fuquay-Varina and nearer Raleigh. Primarily as a result of this northern movement, the land area in Middle Creek Township increased from 34,099 to 39,629 acres.



It is important to note that while the total land area in the Middle Creek Township was 5,530 acres larger in 1960 than 1950, only 189 more people than could be explained by the natural population increase were found in the township at the end of the decade. Most of the additional land in the township is highly developed. Therefore, it is apparent that out-migration was of the same magnitude as in-migration, resulting in no appreciable net migration. Although it is unlikely that there was any significant net in-migration to the township during the past decade, there were some people who moved into the area, as can be seen by the residential mobility shown in Table 3.

Residential mobility trends between 1955-1960 indicate that the great majority of the newcomers to the township are moving from rural areas of Wake County. Only a small number of out-of-county residents and an even smaller number of Raleigh residents are moving to Fuquay-Varina and the nearby rural areas. Therefore, it is evident that the spill-over from Raleigh has not had an appreciable impact on Fuquay-Varina's trade area.

The relatively slow growth in Wendell, Zebulon, Apex, and Wake Forest during the past decade indicates that there has been no substantial spill-over from Raleigh into these towns. However, the spill-over has been relatively greater in the tracts where these towns are located than in the tracts where Fuquay-Varina is located. <sup>/1</sup> Less than 2 percent of the people in the Fuquay-Varina area 5 years of age and over in 1960 lived in Raleigh 5 years earlier. The comparable percentages for the other towns are: Wendell area, 3.8; Zebulon area, 3.0; Apex area, 3.3; and 4.5 percent for Wake Forest area.

As has been the case in Fuquay-Varina, annexation has played an important part in the rapid population gains of Cary and Garner during the past decade. The spill-over from Wake County's metropolis has had a substantial impact on the size of these two towns. In 1960, 12 percent of the residents 5 years of age and over in each of the census tracts where these towns are located lived in Raleigh 5 years earlier.

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<sup>1</sup>/ See Appendix D for a map of the census tracts in Wake County.



Although over 4,000 nonwhites left, Wake County experienced a large amount of in-migration during the past decade due to the heavy movement of whites into the county. However, whites as well as nonwhites are leaving the three Harnett County townships nearest to Fuquay-Varina. Of the 7,739 people who left Harnett County during the past decade, 70 percent were whites. As was indicated earlier, each of these three Harnett County townships in which Fuquay-Varina's trade area extends had fewer residents in 1960 than in 1950.

TABLE 2 - MIGRATION BY RACE, 1950-1960

	<u>Wake County</u>			Middle	Holly	Fuquay Varina
	<u>Total</u>	<u>White</u>	<u>Non- White</u>	<u>Creek Twp.</u>	<u>Springs Twp.</u>	
1950 Population	136,450	96,409	40,041	6,343	2,489	1,992
Natural Increase	25,838	17,544	8,294	1,199	470	376 <sup>1</sup>
Annexation						568 <sup>2</sup>
Expected 1960 Pop.	162,288	113,953	48,335	7,542	2,959	2,936
Actual 1960 Pop.	169,082	124,956	44,126	7,731	2,965	3,389
Net Migration	6,794	11,003	-4,209	189	6	453
% of Expected Pop. who Migrated	4.2%	9.7%	-8.7%	2.5%	0.2%	13.4%

<sup>1</sup> Estimated by utilizing the county's natural increase during the decade per 100 persons in 1950.

<sup>2</sup> Estimated by W. O. Council, Town Manager.



TABLE 3 - RESIDENTIAL MOBILITY, 1955-1960

Residence in 1960	<u>Tract 31</u>		<u>Tract 32</u>		<u>Both Tracts</u>	
	No.	%	No.	%	No.	%
Persons 5 years old and over in 1960	2,119		1,288		3,407	
Percent living in same house as in 1955	988	46.6	626	48.6	1,614	47.4
different house	1,118	52.8	636	49.4	1,754	51.5
Raleigh	43	2.0	20	1.6	63	1.8
rest of county	1,025	48.4	577	44.8	1,602	47.0
outside of county	50	2.4	39	3.0	89	2.6
residence in 1955 not reported	13	0.6	26	2.0	39	1.1

See map 4 for delineation of tracts. Generally, Tract 31 is comparable to Middle Creek Township, and Tract 32 covers much of the area in Holly Springs Township.





## ANNEXATION /1

Since incorporation in 1909, Fuquay-Varina had not added any territory to its initial land area of 718 acres until 1953. The town added another small area to the east of the original corporate limits in 1958 (Map 3). By an act of the North Carolina General Assembly in 1959,/2 the town's corporate limits were expanded in all directions.

The outer limits of the 1959 annexation defined the town's corporate limits at the time of the 1960 Census. The great majority of the 565 people annexed into the town during the past decade lived in the large area added in 1959. At the time of the corporate expansions in 1953 and 1958, only a small number of people lived in the areas annexed. Approximately 30 people lived in each of the two areas.

One additional area has been annexed since the 1960 census. It was a small plot of land located in the northeast portion of the town and it was added to the town in 1963. Only one family lived in this area at the time of annexation. This expansion, combined with the three previous annexations, has more than doubled the size of the town. The municipal corporate limits delineated in Map 2 covers 1,935 acres - 1,217 more than found in the town prior to 1953.

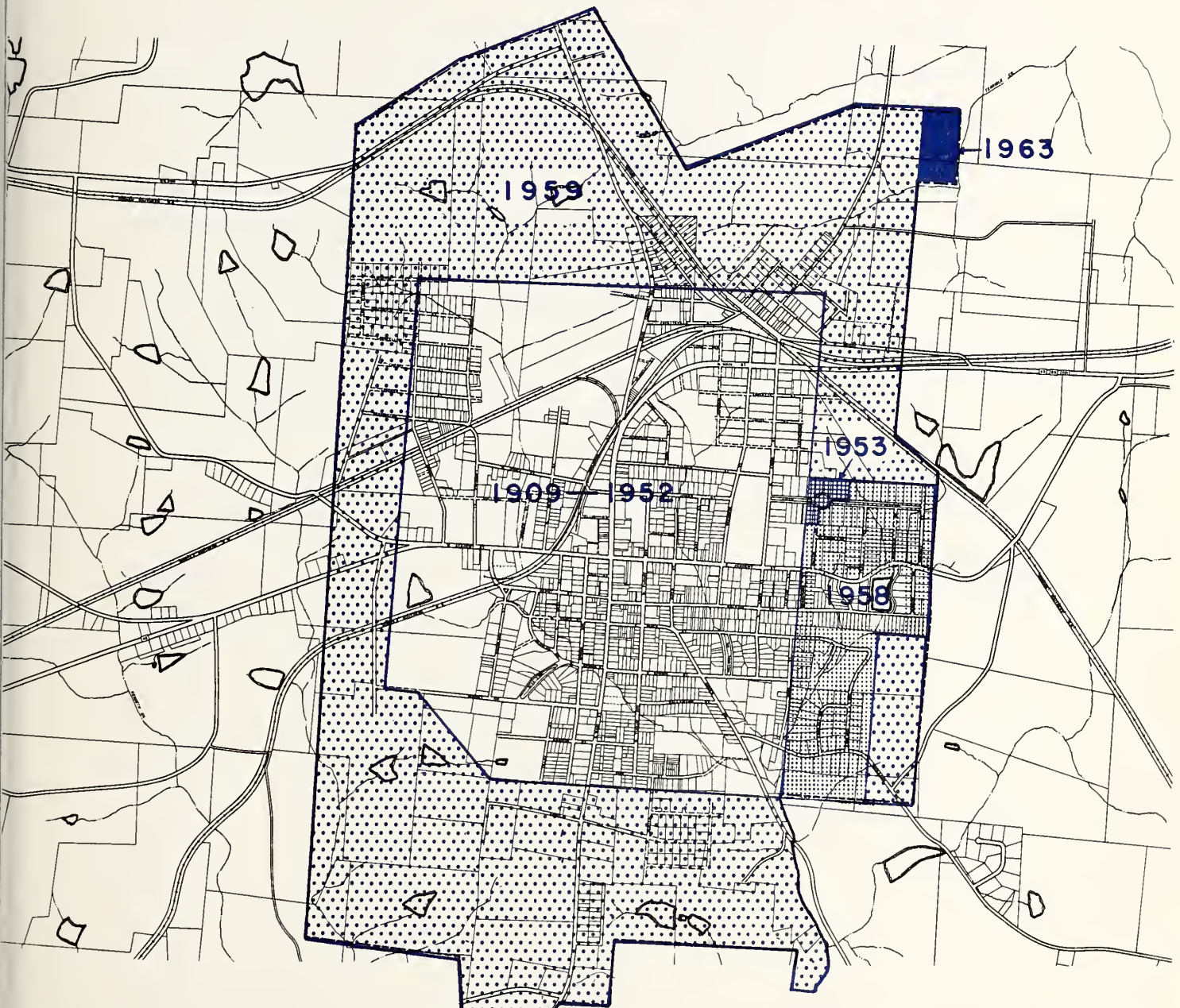
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1/ Source of data: W. O. Council, Town Manager.

2/ All other annexations were by petition.



# SUCCESSIVE CORPORATE LIMITS



**FUQUAY - VARINA**  
NORTH CAROLINA



The preparation of this map was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act of 1954, as amended.

THIS MAP WAS PREPARED FOR THE TOWN OF FUQUAY-VARINA IN 1963 BY THE DEPARTMENT OF CONSERVATION AND DEVELOPMENT DIVISION OF COMMUNITY PLANNING

ESTIMATED POPULATION IN  
EACH AREA AT TIME OF  
ANNEXATION.

<u>YEAR</u>	<u>POP.</u>
1953	34
1958	31
1959	500
1963	3



## CHARACTERISTICS OF POPULATION

The median age of the people in Fuquay-Varina rose from 26.2 in 1950 to 29.0 in 1960. Although greater life expectancy accounted for some of this sharp rise in the median age, much of this gain is obviously attributable to in-migration and annexation since neither Wake County nor the state experienced a similar gain. The median age for Wake County residents rose from 26.4 to 26.6, and the state's increased from 25.0 to 25.5. In addition to greater life expectancy, this large rise in the median age of the population indicates that the town is not holding and attracting young people. Table 4 shows that the major portion of the newcomers to the town during the past decade were at least 25 years of age in 1960, and a large portion were over 35.

TABLE 4 - FUQUAY-VARINA'S POPULATION BY AGE GROUPS, 1950-1960

Age Groups			<u>Increase</u>	
	<u>1950</u>	<u>1960</u>	<u>Number</u>	<u>Percent</u>
0-4	248	<u>/1</u> 327		
5-14	378	646		
15-24	324	534	156	41.3
25-34	349	490	166	52.2
35-44	276	499	150	43.0
45-54	186	384	108	39.1
55-64	132	246	60	32.3
65+	99	<u>/1</u> 263		
Total	1,992	3,389	640	

1/ Not comparable age groups between 1950 and 1960.

Since the median age of the people in Fuquay-Varina is high, a large portion of the population is obviously found in the older age groups (Table 5). Relative to the rest of Tract 31, and the county, a small segment of the people in Fuquay-Varina is under 20 years of age and a large proportion is 65 and over. Since a large portion of the residents of Fuquay-







Varina are older citizens, this will tend to hold down the birth rate and make the death rate greater, resulting in a small natural population increase in the future.

The women in Fuquay-Varina, on an average, are older than the men, as is usually the case due to greater life expectancy for females. The median age of the women is 33.7 compared to 27.4 for the men. Neither Tract 31 nor the county has such a wide spread between the median age of the women and men. Therefore, this great difference between the median age for the women and men in Fuquay-Varina is probably not entirely due to greater life expectancy on the part of females, but it is quite likely that the town is more attractive to women than men. This statement is worth noting because most of the additional jobs made available in the town during the past decade were for women. Also, females do represent a large portion of the population in Fuquay-Varina (52 percent).

TABLE 5 - MEDIAN AGE AND POPULATION BY AGE GROUPS, 1960

<u>Area</u>	<u>Pop.</u>	<u>Percent in each age group</u>				<u>Median Age</u>	
		<u>0-19</u>	<u>20-44</u>	<u>45-64</u>	<u>65+</u>	<u>Male</u>	<u>Female</u>
Fuquay-Varina	3,389	39.0	34.6	18.6	7.8	27.4	33.7
Wake County	169,082	39.2	36.9	17.4	6.5	25.6	27.7



## Racial Distribution

In addition to bisecting the town from east to west into approximately two equal portions, Academy Street also serves as the feature which separates the population into approximately two equal parts. The area north of Academy Street contains 52 percent of the total population. Well over half (87 percent) of the nonwhites in the town live in this area. Therefore, 42 percent of the 1,762 people in the northern portion of the town are nonwhite and only 7 percent of the 1,627 people south of Academy Street are nonwhite.

Evidently the major portion of the people in the annexed areas and the in-migrants during the past decade were white people because the gain in the number of whites was relatively much greater than the gain in the total population. Although the total population increased by 70 percent, the whites grew in number by 90 percent. As a result, nonwhites represented a smaller portion of the total population in 1960 (25 percent) than in 1950 (33 percent) in spite of their increase in number from 650 to 846.

Nonwhites represent a large portion of the population in Tract 31 and an even larger portion in Tract 32. There are relatively few nonwhites in the three Harnett County townships adjacent to these two tracts. Although no racial population data is available on a tract or township basis for 1950, there is some indication that the nonwhite population is not increasing as rapidly as the whites in the two tracts, but the opposite appears to be the case in the three townships. During the past decade, the proportion of the Wake County population that is nonwhite dropped from 29 to 26 percent. Nonwhites in Harnett County, on the other hand, represented an even larger portion of the population in 1960 (28 percent) than in 1950 (26 percent).



# PROPORTION OF TRACT AND TOWNSHIP POPULATION THAT IS NONWHITE, 1960





## Rural Population

Although Wake County is generally thought to be an industrialized area, a large number of the people in Fuquay-Varina's trade area still rely on farming for a livelihood. Middle Creek /1 is the only township in the five-township area with a significant number of urban residents. /2 The remaining townships each have approximately 50 percent of their total populations living on farms. For the entire five-township area, 7,778 people or 45 percent are classified as rural nonfarm.

Therefore, of the 17,159 people in the town's five-township trade area, 5,890 or 34 percent live on farms. Farm people represent almost one-half of the population in each of the five townships except Middle Creek. In this township, only 21 percent of the people live on farms.

Since information about agriculture on a township basis is not available, it is not possible to determine the number of marginal farmers in the area. /3 However, the trends in this state, /4 which seem to be irreversible, indicate that the area will continue to lose some farmers in the coming years. Therefore, in order to retain the present level of employment opportunities, Fuquay-Varina's trade area will have to provide more nonagricultural jobs.

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1/ See footnote /1 in Table 6 for the relationship between Census Tracts 31 and 32 and Middle Creek and Holly Springs townships.

2/ Only 17 Fuquay-Varina residents lived in Holly Springs Township in 1960.

3/ In 1959, 16 percent or 380 of the commercial farmers in Harnett County and 16 percent or 445 of the commercial farmers in Wake County received less than \$2,500 in farm income. A marginal farmer is a person who realizes little net profit from farming.

4/ The number of farms in North Carolina declined by 34 percent between 1950-1960.





TABLE 6 - POPULATION BY RESIDENCE

<u>Community</u>	<u>Total Pop.</u>	<u>Percent of Population</u>		
		<u>Urban</u>	<u>Rural Nonfarm</u>	<u>Rural Farm</u>
Middle Creek Twp/ <u>1</u>	7,731	43.6	35.4/ <u>2</u>	21.0/ <u>2</u>
Holly Springs Twp/ <u>1</u>	2,965	0.6	55.4/ <u>2</u>	44.0/ <u>2</u>
Wake County	169,082	63.1	26.5	10.4
Black River Twp.	3,820	--	55.8	44.2
Buckhorn Twp.	929	--	49.0	51.0
Hectors Creek Twp.	1,612	--	50.0	50.0
Harnett County	48,236	22.3	46.1	31.6
North Carolina	4,556,155	39.6	42.7	17.7

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1/ The area covered by Middle Creek Township is comparable to census Tract 31 and Holly Springs Township covers practically the same area as census Tract 32.

2/ Estimated by author based on number of tobacco farms in each township in 1959. Middle Creek had 340 tobacco farms, Holly Springs Township had 235 and Wake County had 3,892.



## POPULATION IN 1964

In March 1964, the Division of Community Planning conducted a housing survey in Fuquay-Varina and the town's one-mile area. The survey revealed that there are 928 occupied housing units within the town's corporate limits and 269 occupied units in the one-mile area. Based on 3.4 persons per occupied home (the same as in 1960), the town had a population of 3,190. This figure includes the 35 people who lived in the home for the aged and the school apartment building.

In 1960, the town had 3,389 residents, 199 more than in 1963. Although the survey probably tends to underestimate the population, 1 it does show that the town has not experienced any substantial growth since the census in early 1960.

Based on 3.9 persons per occupied home, 2 the one-mile area has a population of 914. Therefore, within the town's planning area (the one-mile area as well as the town) can be found 4,104 people.

The housing survey also revealed what sections of the town have the greatest concentration of people. In the original town area, 3 the population density is the highest along Vance Street beginning at Angier Road and running to Wade Street. There are 21 housing units per 10 acres in this area - the highest density found in the town. Although the residential development behind the commercial establishments on Stewart Street has just as high a housing density as the area along Vance Street, this area in the Varina section is rather small.

Most of the residential developments with from 13-20 housing units per 10 acres are found to the northwest and southwest of the high density area along Vance Street. Besides the small area surrounding the high housing density area previously delineated on Stewart Street, there is another area in the Varina section of

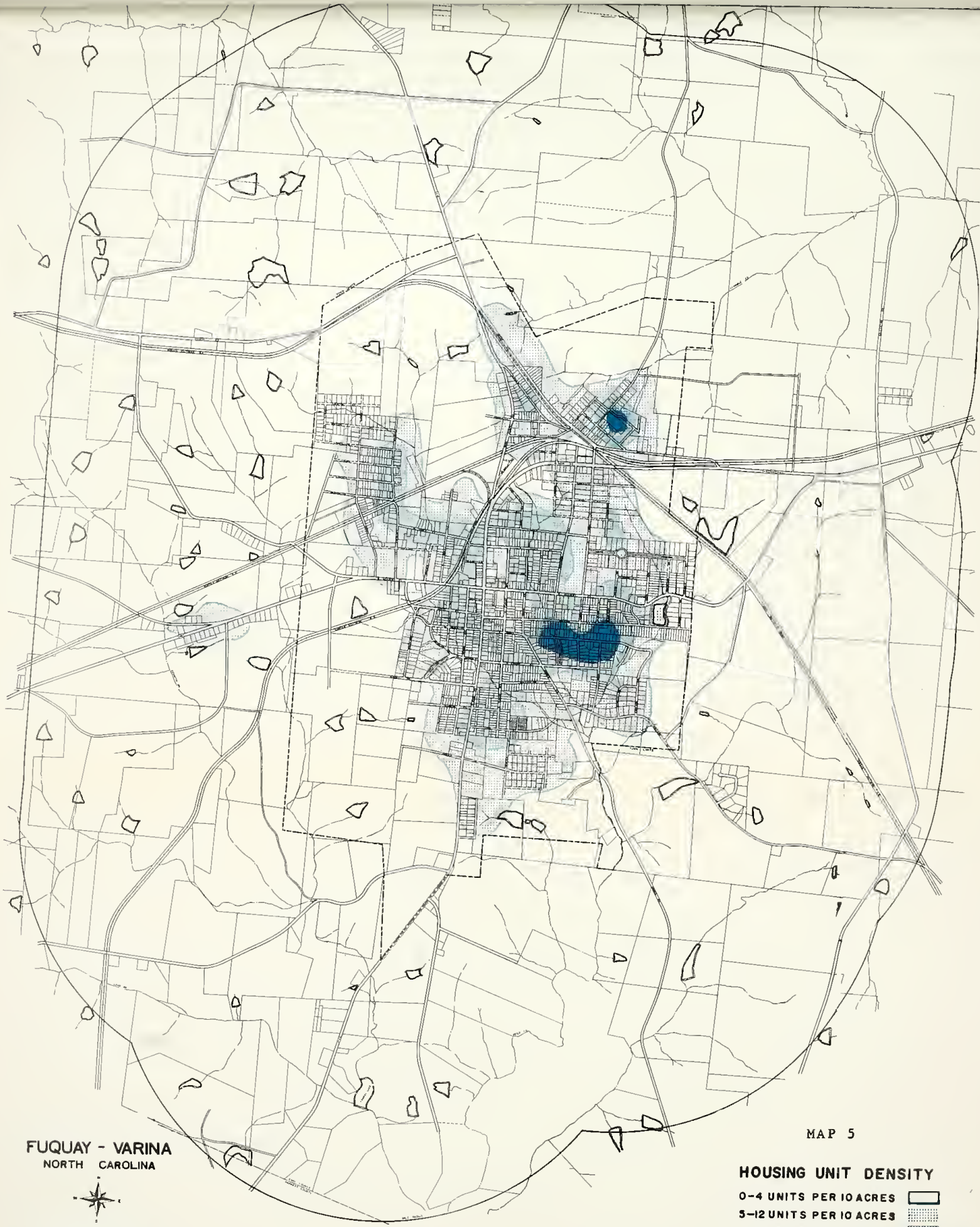
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1/ Often fails to include people living in business establishments.

2/ The average for Tract 31 and Tract 32 in 1960.

3/ City area prior to 1953.









FUQUAY - VARINA  
NORTH CAROLINA



MAP 5

**HOUSING UNIT DENSITY**

- 0-4 UNITS PER 10 ACRES 
- 5-12 UNITS PER 10 ACRES 
- 13-20 UNITS PER 10 ACRES 
- 21+ UNITS PER 10 ACRES 





Buckhorn, Hectors Creek, and Black River townships and the expected slow growth in Holly Springs Township. The total population in the two Wake County townships is forecast to be only 1,200 larger in 1980 than in 1960, and the total population in the three Harnett County townships is expected to drop by almost 1,500. Therefore, the total population in the town's trade area is projected to be a little smaller in 1980 than it was in 1960.

Without in-migration, the town would experience little growth. Reports on births and deaths in Fuquay-Varina /1 for 1961 and 1962 indicate that the natural population increase in the town each year amounts to 46. Therefore, without any annexation or in-migration, the population would increase by only 460 people during the present decade and would increase by a similar amount during the 1970's.

Rather than increasing by less than 500 people per decade, past trends indicate that the town's population will grow about three times this rate during the 1960's and a comparable amount during the 1970's. At the end of the present decade, Fuquay-Varina is projected to have approximately 1,700 more people than in 1960, and the gain for the next decade is expected to be almost as great. The difference between the total increase and the natural increase obviously must be made up primarily by in-migration since there are few people who can be annexed into the town. The total population in the one-mile area amounts to less than 1,000.

Most of these in-migrants probably will come from rural areas and not from Raleigh. Since a very small portion of the growth in Raleigh's peripheral areas is occurring in the south and since all indications point to relatively little growth in the south, the spill-over from the city is not likely to have much more impact on Fuquay-Varina and the town's rural areas during the present decade than it had during the past decade.

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1/ Since more than 2,500 people were reported as living in the town in 1960, the North Carolina State Board of Health has started keeping records on the number of births and deaths in Fuquay-Varina.





However, since the four-laning of U.S. 401 between Raleigh and Fuquay-Varina probably will be completed by late 1968, this road improvement should start funnelling Raleigh's growth towards Fuquay-Varina during the late 1960's and early 1970's. As can be seen by Table 7, the growth projected for Fuquay-Varina is greater than that projected for each of the other satellite towns surrounding Raleigh except Garner and Cary.

Considering the trend of people to live near if not in urban centers, it is conceivable that Fuquay-Varina can attract rural people to the town even though little growth is expected in the rural areas adjoining the town. In order to achieve the population projections of 5,100 by 1970 and 6,400 by 1980, the town will have to attract in-migrants at the rate of 100 per year during this 20-year period.

For every three people added to the population, an additional job must be made available. Therefore, if the growth projected is to be realized, the town must expand employment opportunities so that, on an average, 50 new jobs will be available each year during the 20-year period. As shall be shown in the last part of this study, whether or not additional jobs are made available depends to a large degree on local initiative and action in attracting industry to the town.



TABLE 7 - POPULATION IN 1950 AND 1960 WITH PROJECTIONS  
FOR 1970 AND 1980

	<u>1950</u>	<u>1960</u>	<u>% Inc.</u>	<u>1970</u>	<u>% Inc.</u>	<u>1980</u>	<u>% Inc.</u>
Fuquay-Varina/ <u>1</u>	1,992	3,389	70	5,078	50	6,445	27
Holly Springs Twp./ <u>1</u>	2,489	2,965	19	3,263	10	3,206	- 2
Middle Creek Twp./ <u>1</u>	6,343	7,731	22	8,686	12	8,729	0.5
Both Twps./ <u>1</u>	8,832	10,696	21	11,949	12	11,935	-0.1
Wake County/ <u>2</u>	136,450	169,082	24	211,853	25	269,421	27
Buckhorn Twp/ <u>1</u>	1,202	1,001	-17	808	-19	647	- 20
Hectors Creek Twp./ <u>1</u>	2,213	1,794	-19	1,426	-21	1,110	- 22
Black River/ <u>1</u>	3,761	3,668	- 3	3,470	- 5	3,237	- 7
Three Twps./ <u>1</u>	7,176	6,463	- 9	5,704	-12	4,994	- 12
Harnett County/ <u>2</u>	47,605	48,236	1	47,534	- 1	46,248	- 3
Fuquay-Varina's five-township trade area (Middle Creek, Holly Springs, Buckhorn, Hectors Creek and Black River townships) / <u>1</u>							
	16,008	17,159	7	17,653	3	16,929	- 4
Garner/ <u>1</u>	1,180	3,451	192	8,789	154	18,360	108
Cary/ <u>3</u>	1,446	3,356	132	8,153	143	12,756	56
Wendell/ <u>1</u>	1,253	1,620	29	1,930	19	2,250	17
Zebulon/ <u>4</u>	1,378	1,534	11	1,920	25	2,340	22
Apex/ <u>5</u>	1,065	1,368	28	1,488	9	1,924	29

1/ Determined from the county projections by use of the apportionment method.

2/ Projections made by Professor Horace Hamilton, of the North Carolina State University of the University of North Carolina at Raleigh and Josef H. Perry of the Division of Community Planning.

3/ Cary Population and Economy, Richard Sutton.

4/ Population Trends chapter in Land Development Plan for Zebulon by Division of Community Planning.

5/ Population and Economy of Apex, Dr. Lawrence Mann.



# **SOCIAL & ECONOMIC PROFILE**





## SOCIAL AND ECONOMIC PROFILE

When formulating land use plans or other plans designed to make an area more liveable, it is helpful to be cognizant of social and economic characteristics of the people such as housing, education, and income because these characteristics not only have a great influence on the kinds of planning needed, they determine, in a large measure, the feasibility of any given plan.

### HOUSING

Although Fuquay-Varina's population grew by 70 percent during the past decade, the number of houses increased relatively as much as the population because 50 units or five percent of the houses were unoccupied in 1960 compared to only 18 units or three percent unoccupied in 1950. Of the 50 vacant houses, 35 were located north of Academy Street (enumeration district 64). Over one-third (36 percent) of the 1,025 houses were no more than eleven years old in 1960. Of the 365 houses constructed during the past decade, slightly over a half (189) were built between 1950-1954. Since the rural areas around Fuquay-Varina experienced only modest growth, these areas had relatively little home construction during the past decade.

Perhaps, as a result of the large number of homes built recently in Fuquay-Varina, the condition of housing in the town is far better than that found in the remaining portion of Tract 31. Whereas 637 or 62 percent of the housing units in the town are classified as standard (in sound condition and have a full complement of plumbing facilities), only 50 percent of all the units in Tract 31 falls in this category.

Although the condition of housing in Fuquay-Varina is far better than that found in nearby rural areas, the town is not nearly as well off in this regard as Cary, Raleigh, or Garner -- three urban centers in Wake County with a high rate of growth. As measured in terms of standard units, the condition of housing is much better in Wendell than in Fuquay-Varina. The Town of Zebulon is slightly better off than Fuquay-Varina in this regard and Apex and Wake Forest are not as well off.





TABLE 8 - YEAR HOUSING UNITS WERE BUILT, 1960

	<u>Tract 31</u>		<u>Fuquay-Varina</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
All Units	2,239	--	1,025	--
Year structure built				
1950-March 1960	660	29.5	365	35.6
1940-1949	488	21.8	242	23.6
1939 or earlier	1,089	48.7	418	40.1

For the most part, the housing south of Academy Street (enumeration district 65) is much better than that to the north of this street (enumeration district 64). Of the 530 units in enumeration district 64, only 48 percent are in standard condition. Well over three-fourths (77 percent) of the 495 houses in enumeration district 65 are in standard condition. Generally, nonwhites live in houses which are in very poor condition. A little over half of the 212 units occupied by nonwhites are dilapidated, and only 11 percent are in standard condition. Therefore, since the great majority of the nonwhites live in enumeration district 64, it is obvious why this part of the town has poor housing conditions.

As is frequently the case, there is a direct relationship between substandard housing conditions and renter occupancy. Of the 212 nonwhite units, only 79 or 39 percent are owner occupied. Due to the heavy concentration of nonwhites in the northern part of the town, 54 percent of all the people in enumeration district 64 rent the houses in which they live compared to a figure of only 41 percent for enumeration district 65. The high rate of renter occupancy among the residents of Tract 31, particularly among the large number of nonwhite residents, result in a higher rate of renter occupancy for the tract than that found in Fuquay-Varina.



The median cash monthly rent in Fuquay-Varina amounts to \$56. Therefore, the 409 cash renters in the town pay out about \$23,000 each month for house rent.

The median value of owner occupied homes in Fuquay-Varina is \$10,800, about \$200 greater than the median for Tract 31.

TABLE 9 - HOUSING CHARACTERISTICS IN FUQUAY-VARINA, 1960  
(Number of units under percent)

	Enumeration Dist. 64 <u>/1</u>		Enumeration Dist. 65 <u>/1</u>		Both Areas	
	All Races	Non- White	All Races	Non- White	All Races	Non- White
<u>Condition of Housing</u>						
All housing units	530	182	495	30	1,025	212
Percent						
Standard <u>/2</u>	48 (254)	12 (22)	77 (381)	7 (2)	62 (636)	11 (23)
Substandard						
sound with-						
out all						
plumbing fac.	4 (21)	7 (13)	2 (10)	3 (1)	3 (31)	7 (15)
deteriorat-						
ing	25 (133)	25 (46)	17 (84)	67 (20)	21 (215)	31 (66)
dilapidated	23 (122)	56 (101)	4 (20)	23 (7)	14 (143)	51 (108)

1/ Enumeration district 64 is the area of the town north of Academy Street and enumeration district 65 is the area south of this street.

2/ Standard house is in sound condition and has a full complement of plumbing facilities.



TABLE 10 - HOUSING CHARACTERISTICS IN TRACT 31

	<u>All Races</u>	<u>Nonwhite</u>
All housing units	2,239	491
Percent		
Standard	50 (1,120)	9 (44)
Substandard		
sound without all plumbing fac.	8 (179)	8 (39)
deteriorating	24 (537)	31 (152)
dilapidated	18 (403)	52 (255)

TABLE 11 - OWNERSHIP OF OCCUPIED HOMES, 1960

<u>Area</u>	<u>Occupied Units</u>	<u>Owner Occupied</u>	<u>% of Occupied</u>	<u>Renter Occupied</u>	<u>% of Occupied</u>
Enumeration District 64 (N.of Academy St)					
All races	495	229	46	266	54
Nonwhites	182	74	41	108	59
Enumeration District 65 (S.of Academy St)					
All races	478	281	59	197	41
Nonwhite	30	5	17	25	83
Both areas of Fuquay-Varina					
All races	973	510	52	463	48
Nonwhite	212	79	37	138	65
Tract 31					
All races	1,387	642	46	745	54
Nonwhite	491	145	30	346	70

Over half (56 percent or 265) of the occupied units in the town are valued at more than \$10,000, and only 18 percent or 85 homes have a value of less than \$5,000.



Whereas only half of the town's water plant purification capacity of 500,000 gallons per day is being utilized, there are many residents of Fuquay-Varina who do not use the town's water. Sixteen percent or 165 homes depend on individual wells or some other nonmunicipal source for water. An even larger number, 312 houses or 31 percent of all units, are not connected to the municipal sewer system. Of this number, 210 have septic tanks or cesspools. Since 119 units or 12 percent of all houses do not have flush toilets, it is understandable why 102 residential structures or 10 percent of all houses do not utilize the public sewer system or have individual septic tanks or cesspools to dispose of human waste.





## EDUCATION /1

The level of educational attainment of residents of Fuquay-Varina is high. The median years of school completed is 10.2. Urban North Carolina, with a much higher level of education than the state as a whole, has a median of 10.4 years completed. As can be seen by Map 6, the level of education is much lower in the nearby rural areas than in Fuquay-Varina.

The level of educational attainment is higher in Cary, Garner, and Raleigh than in Fuquay-Varina. With a median of 8.8 years of school completed, census Tract 31 has a higher level of educational attainment than Tract 34 (Apex), Tract 44 (Wendell), Tract 43 (Zebulon), and Tract 42 (Wake Forest).

Although data on the level of education by race for the town is not available, the situation found in Tract 31 indicates that the nonwhites in Fuquay-Varina have less formal education on an average than the whites. While the median years of school completed for the whites in the tract is 10.0, the median for the nonwhites in the tract amounts to only 6.3. Less than one percent of the nonwhite adults in the tract have completed college, and 91 percent have less than a high school education.

Although the town ranks high in terms of educational attainment, there are many residents who have very little formal education. One-third of the adults or 623 have a seventh grade education or less. For the most part, the people with a seventh grade education or less are considered to be functionally illiterate because they normally cannot read and understand moderately complicated directions or make elementary arithmetic calculations.

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1/ When referring to the level of educational attainment, only the population 25 years of age or older are considered. Frequently in this report, the people of this age are referred to as adults.



# MEDIAN GRADE COMPLETED, 1960

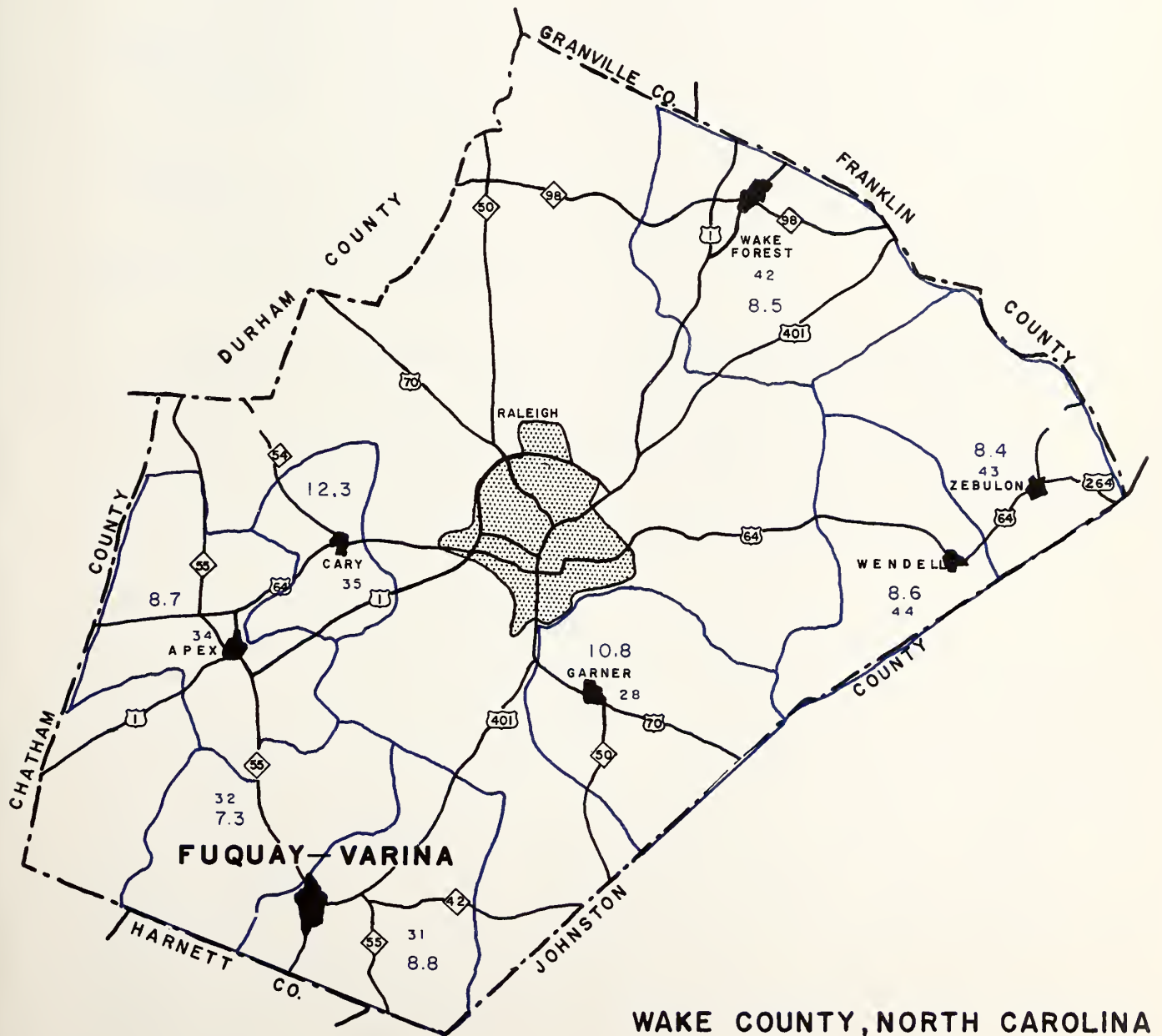
POPULATION AGE 25 AND OVER

FUQUAY-VARINA  
10.2





# MEDIAN YEARS OF SCHOOL COMPLETED BY THE POPULATION 25 YEARS OF AGE AND OVER, 1960



WAKE COUNTY, NORTH CAROLINA

0 3 6 MILES  
APPROX. SCALE





TABLE 12 - YEARS OF SCHOOL COMPLETED, 1960

<u>Years of school Completed</u>	<u>Fuquay- Varina</u>	<u>Tract 31</u>
Persons age 25 and over	1,888	3,974
Accumulative percent		
No schooling	3	3
Elementary		
1-4 years	17	17
5-7 years	33	43
8 years	42	52
High School		
1-3 years	61	69
4 years	84	88
College		
1-3 years	94	95
4 years or more	100	100
Median school year completed	10.2	8.8

Many of the adults with very little formal education are probably older adults. When the people 50 years of age and older were of school age, the opportunities to attend school were very limited, and a high school education was not as essential then as now to secure employment. However, many of the students in Fuquay-Varina schools today are still leaving high school before graduation.

On the basis of the past three fiscal school years, one percent of the students at Fuquay-Springs District School (white) and three percent of the students at Fuquay Springs Consolidated School (Negro) drop-out each year. This drop-out problem becomes more appalling when viewed in relation to the number of graduates. For each four students who graduate from the district school, one student drops out. At the consolidated school, there are two students who leave without graduating for each three students who graduate. Judging from this drop-out rate, almost one-third (29 percent) of the students attending the two schools in Fuquay-Varina fail to secure a high school education.





TABLE 13 - SCHOOL ATTENDANCE /1

	<u>Fiscal Year</u>			<u>Average of three fiscal years</u>
	<u>'60-61</u>	<u>'61-62</u>	<u>'62-63</u>	
Fuquay-Springs District School				
Enrollment	1,340	1,337	1,322	1,333
Drop-outs	20	14	21	18
Graduates	74	74	64	70
Drop-outs as percent of enrollment	1.5	1.0	1.5	1.4
graduates	27.0	18.9	32.8	25.7
Fuquay-Springs Consolidated School				
Enrollment	1,002	1,014	1,066	1,027
Drop-outs	25	35	29	30
Graduates	56	26	52	45
Drop-outs as percent of enrollment	2.5	3.5	2.7	2.9
graduates	44.6	134.6	55.8	66.7

---

1/ Source: Frank Sullivan, Guidance Director, Wake County Schools.

Many of the students who do graduate from Fuquay-Varina schools are enrolling in colleges, trade schools, and business schools to better prepare themselves for employment in today's society which places a great deal of emphasis on technical training. Two-thirds of the white graduates and 38 percent of the Negro graduates in 1963 enrolled in some type of school to further their education.

Economic prosperity and the potential for economic growth in a community are tied closely to the amount of training and skills possessed by the human resource. A study on the relationship between education and income /1 reveals that the average annual national earnings of males 25 years of age and over in 1958 by years of school completed were: (1) less than eight years, \$2,551; (2) eight years, \$3,769; (3) four years of high school, \$5,567; and (4) four years of college, \$9,206.

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1/ Herman P. Miller, "Annual and Lifetime Income in Relation to Education: 1939-59," American Economic Review, Vol. 50, Dec., 1960.



According to a survey of instruction rooms by the N. C. Department of Public Instruction in the Fall of 1963, the Wake County school system, which includes all public schools in Wake County outside of Raleigh, needs 84 additional classrooms to accommodate the excess enrollment and to replace unsatisfactory facilities. Almost this number of classrooms (69) is scheduled to be completed during the 1963-64 school year.

While additional classrooms might be necessary to adequately take care of the students attending the schools in Fuquay-Varina, one of the greatest challenges facing the people in the town is to reduce the drop-out problem. If this challenge is not met, it is quite likely that almost one-third of the people in Fuquay-Varina by 1970 and 1980 will have less than a high school education. This proportion would be a large percentage point drop over the 61 percent in 1960 who did not have a high school education. However, as technological advancements are made, a high school education becomes more essential in securing employment.



## INCOME

Based on the 1960 Census, the purchasing power of residents in Fuquay-Varina is relatively low. Although the town's per capita income of \$1,462 is about \$200 greater than the state figure, per capita incomes for both urban North Carolina (\$1,639) and Wake County (\$1,571) are higher. The level of income in the town is also lower than that found in Cary, Raleigh, and Garner.

Generally, the rural residents near Fuquay-Varina have a much lower standard of living as measured in terms of income than the people of the town. Tract 31 has a per capita income of \$1,222. The purchasing power of the residents in Tract 31 is lower than that found in Tract 28 (Garner), Tract 35 (Cary), and Tract 42 (Wake Forest). The level of family income is higher in the Fuquay-Varina area (Tract 31) than in the Wendell area (Tract 44), Zebulon area (Tract 43) and Apex area (Tract 35).

Although the census has not reported the income by race for Fuquay-Varina, the level of income for nonwhites in Tract 31 points to a very low nonwhite income for the town. The per capita nonwhite income in Tract 31 amounts to only \$445 -- less than one-third (28 percent) of the \$1,565 figure for the whites in the area.

It is now widely accepted that a family who has under \$3,000 in annual income is poverty stricken /1 because such a low income will not adequately provide for the basic necessities such as food, clothing, shelter, and medicine for an average family. Using this definition of poverty, 80 percent or 372 of the 464 nonwhite families in Tract 31 have a substandard level of living. Only five of the nonwhite families have an income of \$8,000 and over.

Poverty in the tract is not restricted to nonwhites. Of the 1,415 white families in the two tracts, 31 percent or 443 have less than \$3,000 in income, and 36 percent or 305 of all the families in Fuquay-Varina are included in this low income category.

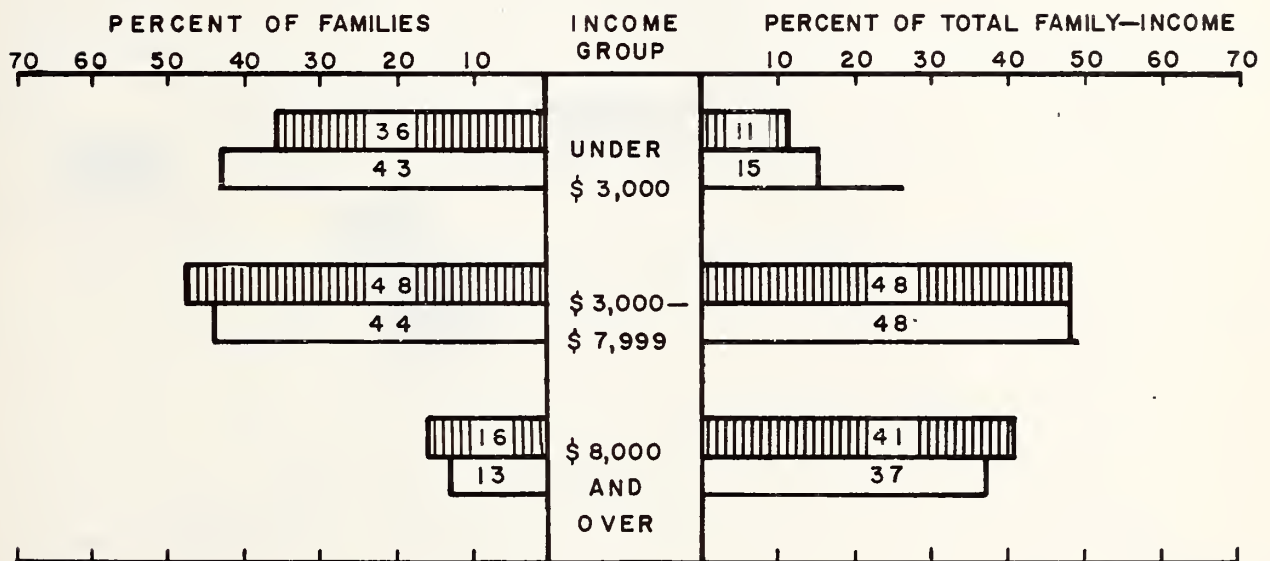
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1/ When referring to poverty stricken families, President Johnson uses the family income figure of under \$3,000.



CHART 3

# DISTRIBUTION OF FAMILY INCOME, 1959



FUQUAY-VARINA



TRACT 31

FAMILIES 853

1,879

TOTAL FAMILY-INCOME \$ 4.4 MILLION

\$ 8.6 MILLION

AVERAGE FAMILY-INCOME \$ 5,196

\$ 4,566

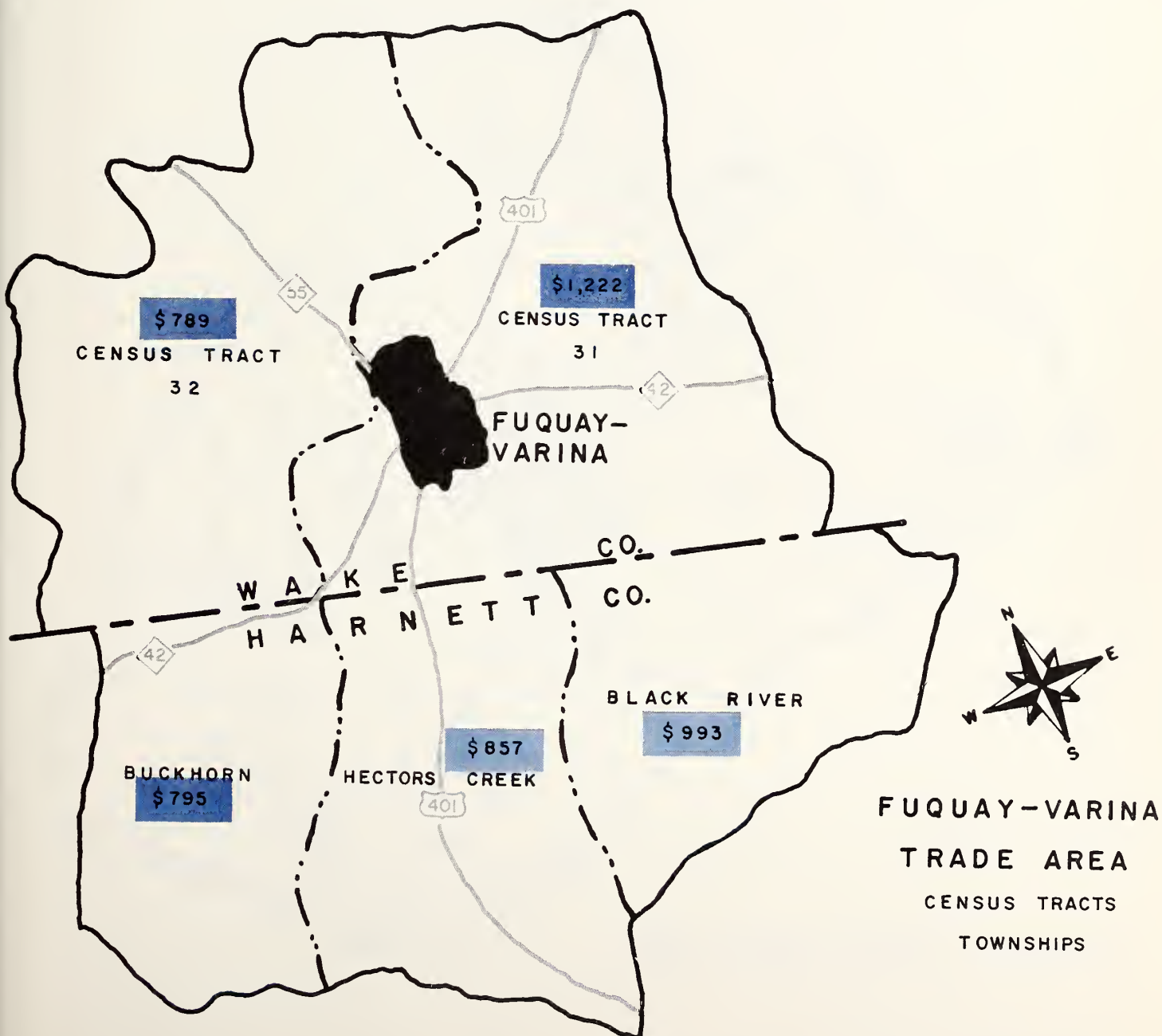




MAP 8  
PER CAPITA INCOME,  
1959

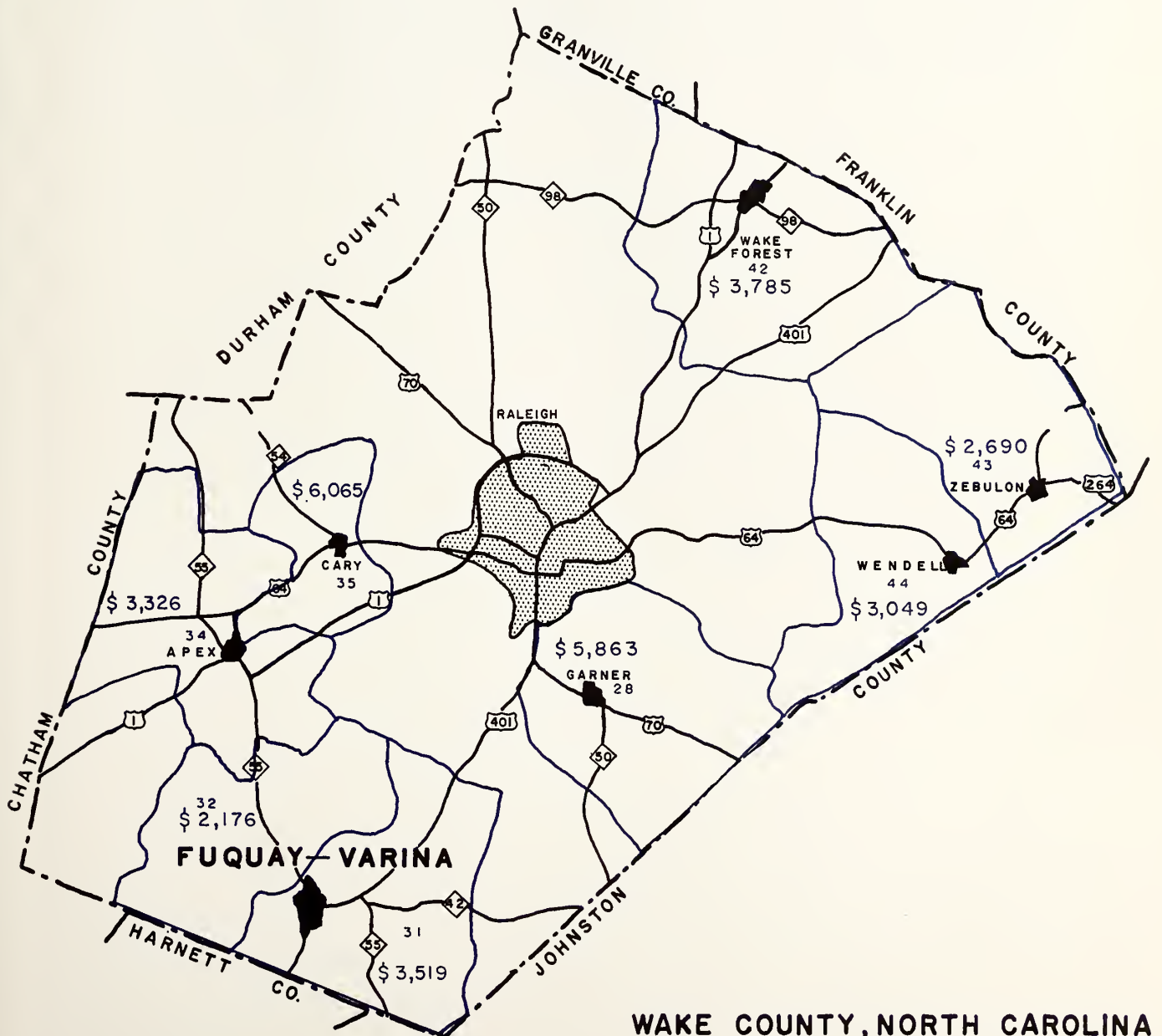
FUQUAY—VARINA

\$1,462





# MEDIAN FAMILY INCOME BY SELECTED CENSUS TRACTS, 1959



WAKE COUNTY, NORTH CAROLINA

0 3 6 MILES  
APPROX. SCALE





Fuquay-Varina's \$5.0 million in personal income represent 51 percent of the \$9.6 million earned by all residents of Tract 31. Due to the low level of income in Tract 32 and the three Harnett County townships included in the town's trade area, the people in these areas contribute very little to total personal income in the Fuquay-Varina trade area.

Only \$5.9 million or 34 percent of the \$17.5 million of personal income in the trade area is earned by the residents of Buckhorn, Hectors Creek and Black River Townships. Residents of Tract 31 receive 55 percent of the total personal income in the town's trade area.



## A FINAL WORD

There is a close relationship between the social and economic characteristics presented above. For the most part, those Fuquay-Varina residents living in substandard housing are the same people who have low incomes, and in turn, those people with low incomes have little education. With this thought in mind, it is shocking to find that 38 percent of the people in Fuquay-Varina live in substandard housing; that 36 percent of the families in Fuquay-Varina earn less than \$3,000 annually; that 42 percent of the adults in Fuquay-Varina have less than a ninth grade education.

In order to improve the condition of housing, the town should adopt and enforce a housing code. Also, the desirability and possibility of securing low-cost, federally assisted housing should be explored as a means to provide some of the real low income families with better housing.

For the most part, however, before the people who live in substandard houses can make appreciable improvements in their homes, they will have to earn more income. Whether or not the low income families can earn more money depends on two closely related things: (1) additional training to upgrade their level of skill development, and (2) additional job opportunities which will offer these people full-time, permanent employment.

Without additional training, those people with very little education would find it difficult to secure good-paying jobs even if they were available because of the large number of well-trained people in nearby areas who would fill such openings. More education for the adults with low incomes would make them more efficient and productive at their present jobs, and thus they would command more pay. However, the town's low income problem will not be solved unless additional, good-paying job opportunities are made available by industrial expansion in the area.

The human resource is Fuquay-Varina's most valuable asset. It cost approximately \$25,000 to rear a child from birth to 18 years of age, depending somewhat on the standards of living of the families involved. Therefore, for each resident who does not move away and for each individual attracted to the town, Fuquay-Varina has a capital investment worth about \$25,000 on the average. However, this investment is of little value unless the individual is productively employed.





# ECONOMY





## ECONOMY

Economic growth is the major factor determining how many people will live in Fuquay-Varina in the coming years. The population changes will be in the same direction and the same relative magnitude as the shifts in the economy of the Fuquay-Varina area.

### EMPLOYMENT

Although data on the employment situation in Fuquay-Varina is not available for 1950, there is some indication that the local economy has expanded since that time and that most of the additional job opportunities are for women.

The Cornell-Dubilier and the Wake Manufacturing Company are the two largest manufacturing plants as measured in terms of employment. The Cornell-Dubilier plant, which opened in 1951, employed 548 workers in 1956. Although the number of workers has dropped since this peak employment period, the 300 people employed in this plant in early 1964 are just that many more than were employed in 1950.

This large gain in employment opportunities more than offsets the loss of 20 jobs at the Wake Manufacturing plant between 1950 and 1964. In early 1964, this company employed 65 people. Over 80 percent of the jobs in these two plants are filled by women.

On the basis of employment at Fuquay-Varina's two largest manufacturing plants, it would appear that a relatively large portion of the labor force is made up of women. However, this is not the case. Compared with a figure of 37 percent for the state and a figure of 40 percent for urban North Carolina, 38 percent of the labor force in Fuquay-Varina in 1960 was made up of women. Also, the rate of unemployment for women (4.3 percent) was much higher than that for men (1.8 percent).

Employment for Tract 31 indicate that Negroes, particularly women, have difficulty in finding employment. In this Tract in 1960, 7.7 percent or 16 of the Negro women in the labor force were without jobs, and 3.0 percent or 12 of the Negro men in the labor



force were unemployed. Information provided by the Wake County Employment Security Office also shows that Negroes account for most of the unemployment in the Fuquay-Varina area. Sixty-two percent or 123 of the 198 people filing unemployment insurance claims in the area in January 1964 were Negroes.

TABLE 14 - EMPLOYMENT IN 1960

	<u>Fuquay-Varina</u>			<u>Tract 31</u>		
	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>White</u>	<u>Nonwhite</u>	<u>Total</u>
Population 14 years & over	1,109	1,282	2,391	3,848	1,447	5,295
Labor force	813	491	1,304	2,109	601	2,710
% in Labor force	73.3	38.2	54.5	54.8	41.5	51.1
Employed	798	470	1,268	2,052	573	2,625
Unemployed	15	21	36	57	28	85
% of Labor force unemployed	1.8	4.3	2.8	2.7	4.7	3.1

In addition to farm work in the summer during tobacco harvesting season and domestic work year-round, the only other major source of employment opportunities for Negro women is found in the tobacco stemming and redrying plants. For about six weeks during the fall of the year, the two local tobacco processing plants employ from 300-500 workers. Practically all of these workers are Negroes. The major portion is Negro women.

Apparently as a result of the great difficulty in securing employment, many Negroes are no longer in the labor force. Only 42.9 percent of the Negroes 14 years of age and over consider themselves as members of the labor force compared with a figure of 53.6 percent for the white people. Therefore, the unemployment rates above probably greatly underestimate the Negro unemployment problem because such rates are determined by the ratio of the number of people without jobs to the total labor force, and the rates do not take into account those people who are not actively seeking work due to a lack of employment opportunities.



If the same proportion of Negroes 14 years of age and older were in the labor force as is the case with the whites, there would be 741 Negroes in the labor force in Tract 31. Therefore, since there apparently are employment opportunities for about 600 Negro men and women, this means that approximately 140 Negroes in the township are unemployed.





## AVAILABILITY OF WORKERS

In addition to the many Negroes who are unemployed, there are many other workers available for production type jobs within a 20-mile radius of Fuquay-Varina for any likely industrial expansion. Worker mobility trends in North Carolina indicate that people will readily commute to work over a distance of 20 miles. According to estimates by the North Carolina Employment Security Commission, 162,000 people live within a 20-mile radius of the town. Of this number, it is estimated that there are 6,000 production type workers available.

Generally, these recruitable workers include persons currently seeking work, such as the unemployed and the underemployed, potential jobseekers, such as housewives who would join the labor force if more suitable work or better job opportunities were available, and young entrants into the labor force. Moreover, each year approximately 735 high school graduates enter the labor market in the 20-mile area.

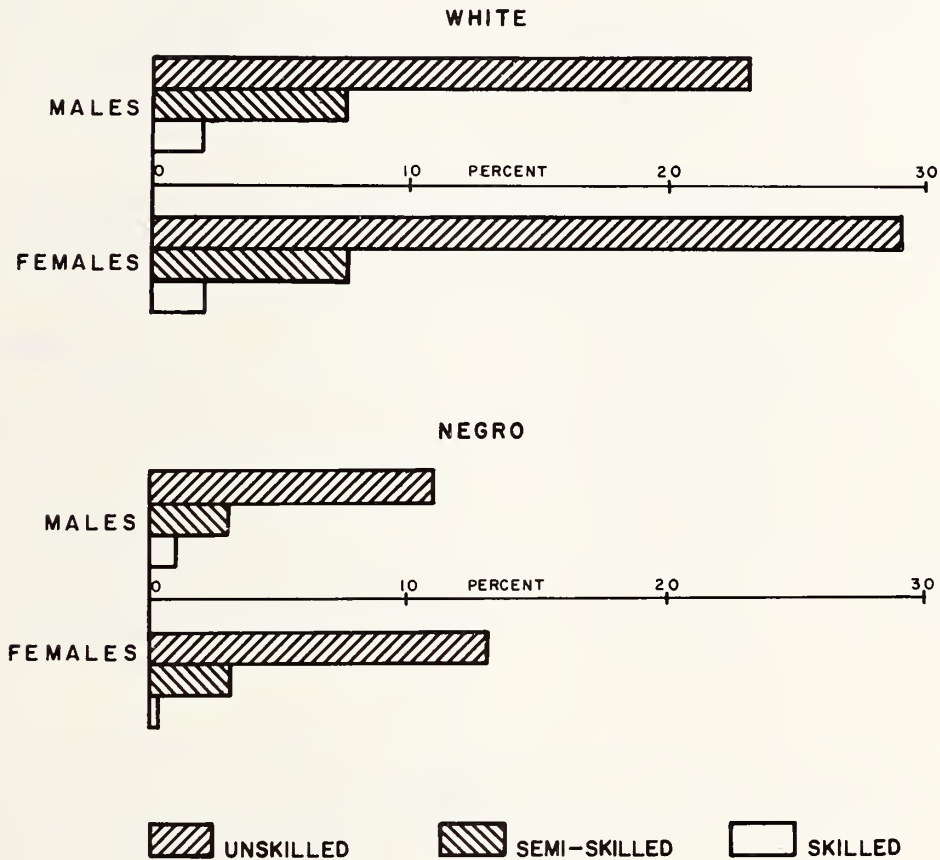
It has been estimated that industrialists desire to have 10 interviewees for each available job to insure that competent workers can be found and to insure that an adequate number of workers will be available for the normal turnover in jobs due to resignation (particularly among the women who choose to work for only a few years), retirement, and death. Based on this worker-availability requirement, Fuquay-Varina has ample labor supply within its 20-mile area to attract an industry employing up to 600 workers.

Most other areas in North Carolina also have an adequate labor supply for industrial expansion. Like the situation found elsewhere in the state, Fuquay-Varina's available labor supply is made up mostly of unskilled workers. Of the 6,000 available workers in Fuquay-Varina's 20-mile area, 76 percent or 4,560 are unskilled. Since whites represent 69 percent of the recruitable labor supply, they account for the major portion of the unskilled as well as the major portions of the semi-skilled and skilled available workers.



CHART 4

**CHARACTERISTICS OF 6,000 AVAILABLE WORKERS  
WITHIN A 20 MILE RADIUS OF FUQUAY — VARINA  
JANUARY 1964\***



\* ESTIMATES MADE BY EMPLOYMENT SECURITY COMMISSION IN JANUARY 1964



Unlike most other areas of North Carolina, Fuquay-Varina has an excellent opportunity to upgrade the available labor supply. The W.W. Holding Industrial Education Center, which opened recently, is located within a few miles of the town and is one of the finest of the 20 such centers in the state. The industrial school is designed to improve the human resources of the area. Individuals needing skill and technical knowledge to enter employment may acquire these competencies at the center for very little cost.

TABLE 15 - EXPERIENCED WORKERS AVAILABLE BY INDUSTRY  
WITHIN A 20-MILE RADIUS /1 OF FUQUAY-VARINA, 1964

<u>Industry</u>	<u>Skilled</u>	<u>Semi-Skilled</u>
Textile, Hosiery	85	375
Apparel	30	105
Electronics	40	210
Machinery-electrical and nonelectrical	50	135

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1/ The 20-mile area includes part of Raleigh and all of Wake County south of Raleigh. Portions of Johnston, Harnett, Lee and Chatham Counties are included.



## ECONOMIC SPECIALIZATION

Although Fuquay-Varina's two biggest manufacturing industries are not very large, a sizable portion of the employed workers in the town and the surrounding rural areas work in manufacturing. Sixteen percent of the employed workers in the town and Tract 31 were employed in manufacturing plants in 1960. This is a much higher percentage than found in Raleigh or Wake County.

In addition to Cornell-Dubilier, Wake Manufacturing Company, and the two tobacco stemming and redrying plants, there are several other manufacturing firms, each of which employs considerably fewer than 50 persons. These manufacturing firms include the Adams Concrete Products Company, Ballentine's Dairy, Dixie Rubber Company, and Wheeler's Industries.

Also, there probably are many residents of Fuquay-Varina and the nearby rural areas who work in manufacturing plants located in Raleigh or other places. Of the 3,364 employed residents in Tract 31, 21 percent or 551 work in Raleigh and 6 percent or 158 work outside the county. Many of these people who commute to work in Raleigh and outside the county are no doubt employed in manufacturing as well as other types of industries.

TABLE 16 - WORKER MOBILITY

Where employed residents of Tract 31 work	<u>Tract 31</u>
Total employment	2,625
Percent working in	
Raleigh	21
Elsewhere in Wake County	69
Outside of Wake County	6
Place of work not reported	4





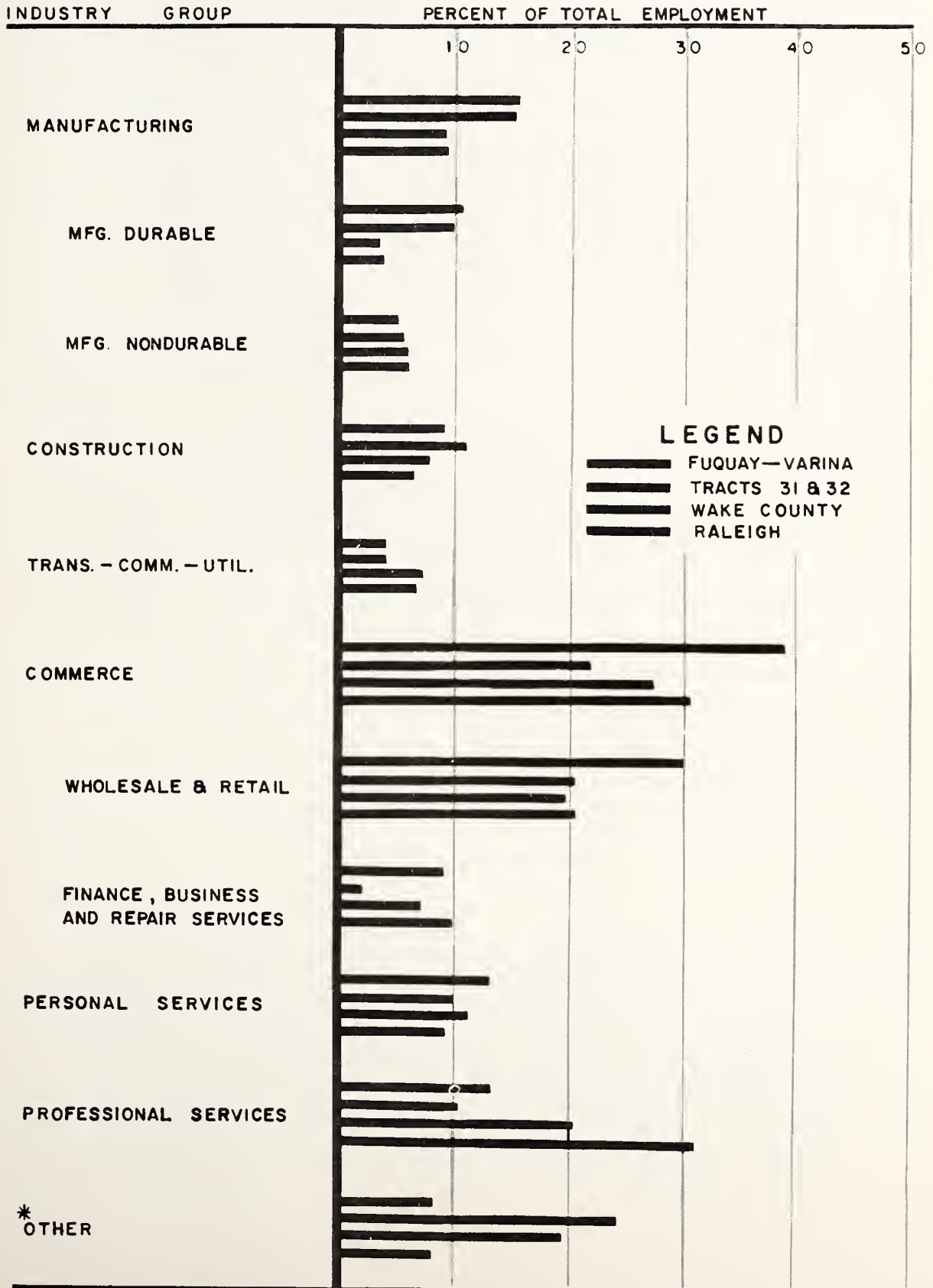
Compared to the county and the City of Raleigh, Fuquay-Varina and Tract 31 have a relatively large number of people employed in durable manufacturing and in turn have relatively few who work in nondurable manufacturing. Since employment information for 1950 is not available, it is not possible to determine which type of manufacturing has experienced the most growth in the area. However, during the past decade, the number of Wake County residents employed in durable manufacturing almost doubled while nondurable manufacturing employment increased by 35 percent.

Since Raleigh is the headquarters for many businesses as well as the capitol city of North Carolina and the county seat of Wake County, it is logical that a larger portion of the workers in the city, compared with Fuquay-Varina, are engaged in work classified as professional services, transportation-communications-utilities and finance, business and repair services. However, compared to urban North Carolina, Fuquay-Varina has few of its employed residents engaged in these three industry-groups. Although Fuquay-Varina is a very small commercial center compared to Raleigh, the town has a much higher proportion of its workers employed in wholesale and retail trade than does the city. Over one-third of the employed residents of the town work in commerce.



CHART 5

# ECONOMIC SPECIALIZATION, 1960



\* INCLUDES AGRICULTURE, MINING AND OTHER INDUSTRY GROUPS.



## RETAIL TRADE

Due to the colossal size and the nearness of Raleigh, Fuquay-Varina's trade area is a small part of the large region served by the specialized retail firms in the capitol city. For the most part, a town's trade area includes those persons who customarily frequent local retail outlets.

Based on Reilly's Law of Retail Gravitation /1, the people living between two competing cities are drawn to them in direct proportion to the relative size of the cities and in inverse proportion to the distance to each. According to this law, Fuquay-Varina's retail trade area does not extend beyond the outer boundaries of Wake County's Tracts 31 and 32 and Harnett County's Buckhorn, Hectors Creek, and Black River Townships.

By assuming that the town's retail trade area covers all of the two-tract-three township area (referred to as the Fuquay-Varina Trade Area from this point on), instead of just the major portion as delineated by Reilly's law, it is possible to make some estimate as to the town's retail potential and what portion of this potential is being realized. As was pointed out in the chapter dealing with income, the total personal income in this area in 1959 amounted to \$17.5 million. Due to the rapid movement of people out of the three townships and the apparent slow economic growth in that portion of Harnett County /2, it is not likely that total personal income in the town's trade areas was significantly larger in 1960 than in 1959.

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1/ Urban Land Use Planning, F. Staurot Chapin, Jr., Page 108.

2/ As a result of the loss of population in the three Harnett County townships, the total population in the five townships surrounding the town increased by only seven percent during the past decade, increased from 16,008 in 1950 to 17,159 in 1960. On the basis of the 1960 Census, there are 16,773 people in the Fuquay-Varina Trade Area -- 6,361 in the three Harnett County Townships and 10,412 in the two Wake County tracts. While per capita income increased at the annual rate of 3.8 percent in Wake County from 1949-1959, the rate of gain in Harnett County amounted to only 2.6 percent.



Approximately 85 percent of the total personal income in North Carolina is spent for retail purchases. On the basis of this statewide figure and the total personal income reported in the town's trade area in 1959, it is estimated that the people in the trade area make retail purchases amounting to about \$15 million during a 12-month period. Sales tax data compiled by the Division of Community Planning from records of the Sales and Use Tax Division of the North Carolina Department of Revenue reveal that the merchants in Fuquay-Varina made \$9.1 million worth of retail sales during fiscal year 1960-61. Therefore, it is estimated that the town is making about 60 percent<sup>1/</sup> of all the retail sales to the residents of Fuquay-Varina Trade Area. Obviously there are people in the town's trade area who shop elsewhere for a part or all of their retail purchases.

There are two basic ways in which Fuquay-Varina can expand its retail trade: (1) attract more of the people in the Trade Area to the town to shop and (2) work to raise the level of income of the people in the Trade Area. Should the town reach all the people in the Trade Area, total annual retail sales would increase by about \$5 million.

Many additional sales could be made if per capita income in the Trade Area were higher, particularly among the nonwhites. For example, if the per capita incomes in Tract 32 and the three Harnett County townships had equalled that in Tract 31 (\$1,222) in 1959, the town possibly could have made substantially more retail sales in 1960 than it did. The people in the Trade Area would have had \$17.4 million to spend for retail purchases rather than just \$15 million. Since the town received 60 percent of the retail purchases made by the people in the Trade Area, it is likely that the merchants of Fuquay-Varina would have received \$1.4 million of this \$2.4 million in additional retail purchasing power.

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<sup>1/</sup> Since some merchants failed to report some retail purchases which were not subject to the sales tax law in 1960-61, this percentage figure is probably low by several points.





Retail purchases in Fuquay-Varina have increased substantially since 1960-61. For the fiscal year 1962-63, the town made \$11.9 million in retail sales -- a 30 percent increase over the \$9.1 million in sales two years earlier. As a result of additional retail items being made subject to the sales tax law by the General Assembly in 1961, much of the increase in retail sales reported is attributable to the fact that merchants do a much better job of reporting sales subject to the law than those sales that are not.

Based on economic growth in North Carolina, retail sales should increase by about four percent each year. Therefore, during the two-year period 1960-61 to 1962-63, retail sales in the state should have increased by about eight percent. As a result of the change in the sales tax law, retail sales reported to the Revenue Department went up by much more than eight percent; sales rose by 28 percent. This gain for the state was not quite as great as that reported for Fuquay-Varina. Therefore, the real gain in retail sales each year in the town amounts to about four percent.

Compared to North Carolina and Wake County, Fuquay-Varina makes a large amount of sales in those business groups classified as automotive and general merchandise. During the past fiscal year, 34 percent of all retail sales in the town were made by merchants who sold or serviced automobiles and automotive parts. The general merchandise group, which includes department, drug, and hardware stores, to name a few, made 23 percent of all retail sales in 1962-63. Merchants who operate apparel, furniture, and food stores represent a relatively small proportion of the total retail sales in the town compared to the situation found elsewhere in the county and state.



TABLE 17 - RETAIL SALES BY TYPE OF BUSINESS, 1962-63 /1

	<u>Fuquay- Varina</u>	<u>Wake County</u>	<u>North Carolina</u>
Total Sales	\$11,883,957	\$388,898,532	\$6,767,429,653
Percent of total sales represented by			
Apparel group	3.9	4.1	3.2
Automotive group	34.0	14.1	18.9
Furniture group	5.4	6.1	5.6
Food group	11.1	18.0	21.1
General merchandise group	23.4	19.7	17.2
Unclassified group	22.2	38.0	33.9

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1/ Source: Sales and Use Tax Division of the North Carolina Department of Revenue.

TABLE 18 - RETAIL SALES IN FUQUAY-VARINA BY TYPE OF BUSINESS /1

	<u>1960-61</u>	<u>1962-63</u>	<u>% Gain</u>
Apparel	\$ 418,293	\$ 458,655	9.6
Automotive group	3,405,072	4,041,681	18.7
Food group	1,132,322	1,315,701	16.2
Furniture group	570,697	638,082	11.8
General merchandise	2,182,878	2,782,410	27.5
Unclassified group	1,409,146	2,647,428	87.9
Total	9,118,408	11,883,957	30.3
Wake County	304,008,885	388,898,532	27.9
North Carolina	\$5,303,178,801	\$6,767,429,653	27.6

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1/ Much of the rapid increases shown probably can be attributable to better reporting of retail sales by merchants as a result of additional items being made subject to the sales tax law by the 1961 session of the General Assembly.



## EMPLOYMENT PROJECTIONS

Although it is not feasible to devise a formula which will accurately predict future employment opportunities, it is possible to project present employment in each industry to some future time based on the national employment growth-rate for that industry. The limitations of such a technique are obvious. It does not take into consideration local industries which might go out of business or new industries. One decided advantage of this projection technique, however, is that it indicates what the maximum employment opportunities probably will be like in the future without new industry.

Based on national trends, employment in Fuquay-Varina's largest industry group, commerce, is expected to rise sharply during the 1960's and 1970's. A rapid gain in professional workers is projected also. Whether or not these two industry groups can expand as much as the national trends indicate depends on expansion in basic industries /1 (agriculture and manufacturing) throughout the town's trade area as well as the town itself.

Agricultural employment opportunities are expected to continue to shrink throughout the town's trade area. The movement out of agriculture in Buckhorn, Hectors Creek and Black River townships is likely to continue at a rapid pace. Total employment is expected to drop in these three Harnett County townships during the 1960's and 1970's, and as a result, the total population in the three townships is projected to drop sharply during this 20-year period. The estimated 762 people in Tracts 31 and 32 employed in agriculture are expected to decline greatly during this period of time. The national rate of decline in agricultural employment suggests that less than 300 people in these two Wake County census tracts will be engaged in agriculture by 1980, compared to the 762 employed in this industry in 1960.

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1/ Industries which produce products or services for people living outside the immediate area where produced or where the service is rendered.



Since increased employment opportunities in manufacturing in Tract 31 are not likely to offset the losses in agriculture, total employment in these two industry-groups is projected to drop slightly. Without a gain in basic employment, it is doubtful whether the nonbasic industries, especially commerce and professional services, will expand as much as national trends suggest. In order to have significant growth in the nonbasic industries, expansion in the basic industries is essential.

According to the national rate of growth for those manufacturing industries in which Fuquay-Varina residents work, it is likely that almost 300 residents will be employed in manufacturing by 1980 -- about 100 more than in 1960. Even if all the industries in the Fuquay-Varina area expand at the national growth rates -- an unlikely situation due to the lack of expansion in basic employment in the trade area -- the total gain in employment will not be adequate to take care of the projected population.

As pointed out in the section on population projections, employment opportunities will have to expand at a rate of 50 jobs a year during the 20-year period 1960-1980 in order to reach a population of 6,400 by 1980. The national growth rates for those industries in which Fuquay-Varina residents are employed, indicate that the maximum number of new jobs likely to be made available during the 20-year period amounts to only 500 or an average of 25 new jobs each year during this period. Should employment opportunities increase only as much as the national trends indicate, the town will probably have only 5,000 residents by 1980 rather than the 6,400 as projected based on growth during the 1950's, unless Raleigh workers are attracted to the town or new industries are found. As was pointed out in the section on population, very little of Raleigh's growth has occurred in the southern portion of the city and indications are that this will continue to be the case for at least five or ten years more. Therefore, it is apparent that rapid growth in the town's population is not likely unless new industries are found for the Fuquay-Varina area.





TABLE 19 - EMPLOYMENT PROJECTIONS /1

<u>Industry Group</u>	<u>Fuquay-Varina</u>			<u>Tract 31</u>		
	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>
Total employment	1,268	1,478	1,771	2,625	3,101	3,727
Agriculture	73	45	28	551	341	211
Manufacturing	196	238	291	406	493	620
Durables	133	168	213	250	326	438
Nondurables	63	70	78	156	167	182
Construction	112	124	137	238	263	290
Trans-Comm-Util.	49	49	49	90	94	99
Commerce	485	570	674	642	726	822
Wholesale & Retail	373	419	470	586	657	737
Finance & Business & Repair Service	112	151	204	56	69	85
Personal Services	162	179	197	251	282	318
Professional	166	244	362	293	437	658
Other	25	29	33	154	465	710

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1/ Based on national growth rate for industries in each industry group.



# **FUTURE PROSPECTS & POSSIBILITIES**





## FUTURE PROSPECTS AND POSSIBILITIES

With or without substantial economic and population growth, Fuquay-Varina's economic life will continue to be controlled by the activities of the nearby metropolis, Raleigh. The kind of satellite town which it will become depends much on the town itself. Two distinct possibilities seem likely. The town can become a bedroom community or a quasi-industrial center. /1

### BEDROOM COMMUNITY

Fuquay-Varina could experience a gain in population without a gain in industrial expansion by attracting Raleigh workers to the town to live. Also, without industrial expansion in or near Fuquay-Varina, native entrants into the labor force from the town and the nearby rural areas who do not desire to move will find it necessary to commute to jobs in Raleigh or elsewhere. In other words, Fuquay-Varina can become a bedroom community, that is, become a residential area for people who work somewhere else.

If a bedroom community is desired by the town, then this can be accomplished by attracting workers, primarily from Raleigh, to reside in the area. In order to attract workers to the Fuquay-Varina area, several things must be done.

(1) Residential sites in and outside the town must be served with water and sewer lines. The golf course and the nearness to Raleigh gives the northeastern part of the town and the adjacent fringe areas an added appeal to Raleigh workers who might consider living in the Fuquay-Varina area. Due to the low elevation in this portion of the area, the gravity sewer system will not function properly in this area since the sewer plant is located at about the same or a higher elevation in the southern part of town.

Therefore, if the residents of this area are to use the public sewer system rather than individual septic tanks, the town

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1/ In a certain sense or degree an industrial center.



will have to construct a sewage treatment plant in this area or install pumps in the lines. Water and sewer rates are already too high to attract people to live in the town. To overcome this elevation problem, the town's fringe growth should be directed southeastward, just south of U.S. 401. Much of this area can be served by the gravity flow sewer system.

(2) Readily available medium to high priced homes are needed. Although there were 50 unoccupied housing units in the town in 1960, only 8 of these were for sale and only 10 were for rent. These few houses do not offer a very wide selection. Indications are that most of those units for sale or rent are medium to low priced houses.

(3) Social and cultural opportunities will need to be enhanced. In selecting a place to live, people place a great deal of importance to the quantity and quality of such things as libraries, parks, recreational opportunities in general, fire and police protection, schools, social and professional organizations and shopping facilities.

(4) In general, the liveability of the area should be improved by providing those amenities conducive to good living. Planning should be a great help in this regard. By planning the layout of streets, people can travel from one place to another quickly and efficiently. The street pattern in the older portions of the town indicate that little thought was given to the layout of the streets. Zoning, the tool to implement planning, can help insure that orderly growth will occur and that home owners do not have to worry about industrial expansion in residential areas.

Past industrial and population growth trends in Raleigh's perimeter and other recent developments in the city indicate that it will be difficult to attract many Raleigh workers to the southern part of Wake County. According to present plans, the Raleigh beltline, which goes beyond the city limits in the north, will be well within the corporate limits in the south of the city. Future water facilities are scheduled to be located in the north of the city. These two developments plus the four laning of U.S. 64 east several years ahead of the four laning of U.S. 401





between Raleigh and Fuquay-Varina will tend to funnel Raleigh's growth and the perimeter growth northward, eastward, and to a lesser degree westward.

### AN INDUSTRIAL CENTER

In order to become an industrial center, Fuquay-Varina will have to develop new industry. New industry, as the term is used here, includes plants constructed either by new firms within the area or old firms located in other areas. A new industrial plant will contribute to higher incomes if it results in the employment of resources that would otherwise be idle.

Due to the multiplier effect, many additional jobs are created when an industrial plant moves to an area. For each 100 manufacturing jobs (or basic employment) added, 74 new jobs are created in nonbasic industries, with over one half of the 74 new jobs being found in commerce. /1

### Home-Grown Industries

Almost invariably when a community desires industrial expansion, it seeks to draw plants from other areas rather than promote local industrial expansion. In addition to the large supply of recruitable workers available in the Fuquay-Varina area, there are other resources in the area not being utilized fully. For example, the four tobacco warehouses /2 and the two tobacco processing plants operate only two or three months out of the year. If these facilities could be utilized year-round, the town could realize substantial industrial expansion without anyone having to make large capital outlays for buildings.

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1/ C.S. Logsdon, Professor of Marketing, University of North Carolina at Chapel Hill, Community Action for Economic Development.

2/ These four tobacco warehouses sold 19.6 million producer sales pounds in 1959. If every farmer had hauled his tobacco to the nearest market in 1959, the Fuquay-Varina market would have sold 23.5 million producer sales pounds that year. Therefore, the market is selling only 8 of every 10 pounds of tobacco produced in its optimum market area. (unpublished thesis by author)



Any use to which these facilities are put, however, will of necessity have to supplement and not compete with marketing or processing of tobacco. Therefore, other activities carried on in these facilities will have to be seasonal in nature too.

Since one half of the nation's population lives within a 500-mile radius of Fuquay-Varina and since North Carolina is a fairly large producer of fruits and vegetables, the expanding opportunities for canning, curing, freezing, grading, packaging, and processing these staple foods offer increasing opportunities for employment. A food processing plant of some nature might provide manual employment opportunities for those people in Fuquay-Varina and nearby rural areas who are unskilled and have very little education.

Manual work seems to be the only immediate answer for those unskilled residents with very little education. However, in the long run, it would be to the town's advantage to conscientiously endeavor to upgrade the labor force by encouraging students to complete high school and by encouraging unskilled adult residents to attend the industrial education center to become skilled in a trade. The town should institute a program designed to make both youth and older workers aware of the changing labor market needs.

Stress should be placed on making new entrants into the labor force aware that the fastest growing job categories are those with greatest educational requirements. In addition to training offered to unemployed persons, farmers whose annual net family income does not exceed \$1,200 qualify for training allowances under the Manpower Development and Training Act.

According to the section of this study on housing, there are approximately 150 houses in Fuquay-Varina and about 450 homes in nearby rural areas which do not provide safe and adequate shelter for the occupants. Many additional construction workers could be employed immediately by replacing these dilapidated structures. Although many of the families living in poor housing have low incomes, the median cash monthly rent paid indicates that many families renting dilapidated structures could



make payments on new houses provided: (1) construction cost could be held down to between \$5,000 and \$7,000 and (2) long-term financing could be secured for the low-income families as is readily done for middle and high income families. By using concrete or some other low-cost, durable materials, small two-bedroom houses with a full complement of plumbing facilities can be built for a price that low-income families can afford, if constructed in large numbers. By replacing these dilapidated houses, the town would be more attractive to industrial prospects as well as a safer and healthier place for many residents to live.

### Imported Industries

In attracting industry, utilities almost always rank first in importance. Electric power rates and water rates are of paramount importance. For the most part, power rates are fairly uniform throughout the state. Electric rates in North Carolina compare very favorably with all neighboring states and are below the national average. Water rates are rather high in Fuquay-Varina. For 10,000 gallons of water, Fuquay-Varina residents must pay \$9.20 while the same amount of water cost residents of Sanford \$7.20 and residents of Lumberton only \$4.00. /1

The tax rate is also of great importance to industrial prospects. Fuquay-Varina's tax rate is in line with the rates in most other urban centers in Wake County. The town's total tax rate for all municipal levies amounts to \$3.05. Cary, Wendell and Zebulon have higher rates. Apex, Wake Forest, Garner, and Raleigh have lower rates. /2

In addition to tax and utility rates, there are other aspects of a municipality or a community which influence an industrial prospect's decision in selecting the best industrial site. Some of Raleigh's largest industries moved to the city chiefly because of its cultural and social opportunities. Many other factors found to be important in influencing industrialization include: community attitude and characteristics such as (1) doctors and hospitals, (2) school system, (3) housing, (4) shopping centers, (5) recreational facilities, (6) climate and

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1/ Calculated from water rate schedules provided by each municipality.

2/ Statistics of Taxation, State of North Carolina, 1960.





weather, (7) hotels and motels, (8) attitude of established businessmen, and (9) special services.

Industrial plant owners have moved to the south to seek space for expansion. Future expansion without relocation is very much in their minds. Zoning to protect industrial sites is essential in keeping the present industries as well as in attracting others. To management, industrial parks means doubling-up or overcrowding. Therefore, industrial parks tend to scare away potential industrial customers. Industrialists do not desire to be located within the corporate limits of a municipality because of double taxation.

One of the first steps Fuquay-Varina should undertake in trying to attract industry is to select suitable industrial sites. The Commerce and Industry Division of the State Department of Conservation and Development and Raleigh's Chamber of Commerce /1 should have a record of such sites. Specifically, the town should provide a great deal of information on these sites such as size, location, ownership, price, present use, topography and whether or not the site is zoned for industrial use (see Appendix C).

This information assists representatives from the Commerce and Industry Division in helping industrial prospects select the best site for their particular needs. Often the supply of water available is of more importance than the rate. It is for this reason that information is essential. Although Fuquay-Varina does have a high water rate, it has a large excess capacity. The town's filter plant has a purification capacity of approximately 500,000 gallons per day. /2 Only one-half of this capacity is being utilized.

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1/ Raleigh is interested in securing industry for the satellite towns and rural areas of the county because the city benefits from all industrial expansion in Wake County.

2/ Source: W. O. Council, Town Manager.





In deciding on the types of new industry to seek, particular attention should be given to the long-run growth potential of those considered. Certain types of industry may have a rapidly expanding market for its product on a national level. A small plant locating in Fuquay-Varina in this case may develop into a large industrial operation. Some of the most rapid growth industries in the nation during the past decade include: men and boys' clothing; paper and allied products; printing, publishing and allied industries; chemicals and allied products; finance, insurance, and real estate; and service related industries. Employment in most of these industries listed has grown more rapidly between 1950 and 1960 in North Carolina than in the nation as a whole.

As might be imagined since the demand for all resources utilized by fast-growth industries is expanding, the industries with the greatest long-run growth potential pay relatively high wages. Some of the highest wage industries include chemicals; printing, publishing and allied products; fabricated metal products; primary metal; paper and allied products; and wholesale trade. The average hourly wage in all of these industries is greater than \$1.50 in North Carolina.



# CONCLUSIONS





## CONCLUSIONS

Fuquay-Varina will have to attract 100 in-migrants each year to reach a population of 6,400 by 1980 - a gain of 3,056 over 1960 or a gain of 153 per year during the 20-year period. To achieve this growth projected, the job opportunities for residents of the town will have to increase at a rate of 50 a year.

National growth rates indicates that nonagricultural employment will more than offset the movement out of agriculture in the Fuquay-Varina area; the gain in total employment will not be sufficient to provide jobs for the population projected for 1980 unless new industries can be found or unless many of the new residents are Raleigh workers.

When the four-laning of U.S. 401 is completed late in this decade, serious thought might be given to establishing residential sites in and near Fuquay-Varina for Raleigh workers. Even if such a venture should attract a lot of Raleigh workers to the town, it would not greatly reduce the unemployment problem in the town and nearby rural areas. Approximately 140 nonwhites in the Fuquay-Varina area are unemployed or employed only part-time.

Forty-two percent of the adults in Fuquay-Varina have less than a ninth grade education and the major portion of the available workers in the Fuquay-Varina area are unskilled. Judging from the school drop-out rate, almost one-third of the students attending the two schools in Fuquay-Varina fail to secure a high school education. Manual work seems to be the only immediate answer for those unskilled residents with very little education. However, in the long run, it would be to the town's advantage to endeavor to upgrade the labor force by encouraging students to complete high school and by encouraging unskilled adult residents to attend the local industrial education center to become skilled in a trade.

Thirty-eight percent of the people in the town live in sub-standard housing. To overcome this problem, the town should adopt and enforce a housing code and should consider seeking



federal assistance in constructing low rent housing. Also, thought should be given to finding a way to finance home construction for low-income families.

In many cases, however, before the people who live in substandard houses can make appreciable improvements in their homes, they will have to earn more income. Not only will these people need more training before they can earn more money, they will need better local employment opportunities.

Since North Carolina is a fairly large producer of fruits and vegetables, the expanding opportunities for canning, curing, freezing, grading, packaging, and processing these staple foods offer increasing opportunities for employment. A food processing plant of some nature might provide manual employment opportunities for those people in Fuquay-Varina and nearby rural areas who are unskilled and have very little education.

In order to attract industry, the town should give consideration to lowering its water rates for big industrial water users and secure a more dependable water supply than the underground source. One of the first steps Fuquay-Varina should undertake in trying to attract industry is to select suitable industrial sites. Zoning should be adopted so that industrial firms can be assured of ample space for expansion and so that home owners will not have to worry about industrial plants moving into residential areas.

Many other factors found to be important in influencing industrialization include: community attitudes, characteristics and facilities such as (1) doctors and hospitals, (2) school system, (3) housing, (4) shopping centers, (5) recreational facilities, (6) climate and weather, (7) hotels and motels, (8) attitude of established businessmen, and (9) special services.

In deciding on the types of new industry to seek, particular attention should be given to the long-run growth potential of those considered. Some of the most rapid growth industries in the nation during the past decade include: men and boys' clothing;





paper and allied products; printing, publishing and allied industries; chemicals and allied products; finance, insurance and real estate; and service related industries. The industries with the greatest long-run growth potential pay relatively high wages. Some of the highest wage industries include chemicals; printing, publishing, and allied products; fabricated metals products; primary metal; paper and allied products; and wholesale trade.



# APPENDIX





APPENDIX A - CHARACTERISTICS OF THE POPULATION IN SELECTED AREAS, 1960

	Median Years of School Comp.	Median Family Income	% of all Housing Unit in Standard Cond.	Pop. per House- hold	% of Pop. Negro	Median age of all resi.		% of Emp. Worker in Mfg.
						Male	Female	
Fuquay- Varina	10.2	\$4,216	62%	3.4	25%	27.4	33.7	15.5
Tract 31	8.8	3,519	50%	3.7	31%	24.1	26.5	15.5
Tract 32	7.3	2,176	28%	4.3	58%	26.6	22.8	13.9
Wendell Area								
Tract 44	8.6	3,049	50%	3.7	34%	25.3	26.7	11.0
Zebulon Area								
Tract 43	8.4	2,690	42%	3.9	42%	22.9	25.5	16.3
Apex Area								
Tract 34	8.7	3,326	40%	3.8	44%	24.4	26.8	13.8
Cary	12.5	6,065	84%	3.6	9%	26.0	26.7	12.2
Raleigh	12.2	5,586	81%	3.2	24%	26.4	29.2	9.3
Wake Co. Outside of Raleigh	9.3	3,976	56%	3.8	29%	24.4	25.5	15.0
Wake Co.	11.4	4,880	69%	3.5	26.1	25.6	27.7	11.6
Garner	12.1	5,863	77%	3.8	21%	24.1	25.5	11.1
Wake Forest	12.6	3,785	58%	3.3	25%	25.4	28.5	13.1



# APPENDIX B - FAMILY INCOME, 1959

## Fuquay-Varina

	<u>Families</u>			<u>Income</u>		
	<u>Number</u>	<u>Percent</u>	<u>/1</u>	<u>Amount</u>	<u>Percent</u>	<u>/1</u>
Under \$1,000	73	8.5		\$ 36,500	0.8	
1,000 - 1,999	132	24.0		198,000	5.3	
2,000 - 2,999	100	35.7		250,000	10.9	
3,000 - 3,999	101	47.6		353,500	18.9	
4,000 - 4,999	95	58.7		427,500	28.5	
5,000 - 5,999	109	71.5		599,500	42.1	
6,000 - 6,999	50	77.4		325,000	49.4	
7,000 - 7,999	56	83.9		420,000	58.9	
8,000 - 8,999	25	86.8		212,500	63.7	
9,000 - 9,999	34	90.8		323,000	71.0	
10,000 & over	78	100.0		1,287,000	100.0	
TOTAL	853			\$4,432,000		

## Tracts 31 and 32

	<u>Families</u>			<u>Income</u>		
	<u>Number</u>	<u>Percent</u>	<u>/1</u>	<u>Amount</u>	<u>Percent</u>	<u>/1</u>
Under \$1,000	392	16.0		\$ 196,000	1.9	
1,000 - 1,999	399	32.2		598,500	7.6	
2,000 - 2,999	387	48.0		967,500	17.0	
3,000 - 3,999	296	60.0		1,036,000	26.9	
4,000 - 4,999	255	70.4		1,147,500	38.0	
5,000 - 5,999	196	78.4		1,078,000	48.4	
6,000 - 6,999	143	84.2		929,500	57.3	
7,000 - 7,999	108	88.6		810,000	65.1	
8,000 - 8,999	69	91.4		586,500	70.7	
9,000 - 9,999	61	93.9		579,500	76.3	
10,000 & over	149	100.0		2,458,500	100.0	
TOTAL	2,455			\$10,387,500		

1/ Accumulative percentages.





APPENDIX C - An example of the types of information that is needed on industrial sites.

Name of site Williams Site No. of Acres 21

City Fuquay-Varina County Wake, N.C.

Is this site outside the town's corporate limits? Yes (X) No ( )

Is site rolling, hilly, or level? Level

OWNER (Check one of the following)

Site is owned by local development Yes ( ) No ( )

Site is under option to local development group Yes ( ) No ( )

Have you a letter of commitment from owner of site Yes (X) No ( )

PRICE

What is the total price of the site? \$63,000

What is the price per acre of the site? \$ 3,000

Is site zoned for industry? Yes (X) No ( )

WATER

What is the distance to the nearest water main? 650 ft.

What is the size of this main? 12 in.

Is this a looped line? Yes ( ) No (X)

Give water pressure (lbs) in water main at point nearest site 70 PSI

SEWAGE

What is the distance to nearest sewage line? 650 ft.

What is the sewage line size? 8 in.

What is the sewage line's capacity to take added waste (GPD)?

100,000 G.P.D.

How is waste from area handled? Check one of the following:

Through town primary treatment plant Yes (X) No ( )

Through town secondary treatment plant Yes ( ) No ( )

By dumping raw into stream Yes ( ) No ( )

If no water or sewer line presently reaches the site, who will pay for furnishing these lines? Developer

HIGHWAY - Distance to nearest paved road. Highway #2034 borders site.

RAILWAY - Is there a rail spur to plant site? Yes ( ) No ( )

If not, distance to nearest rail line. Seaboard RR borders Site ft.

GAS - Distance to natural gas line 100 ft.

Give size (inches) of natural gas line 4 inches

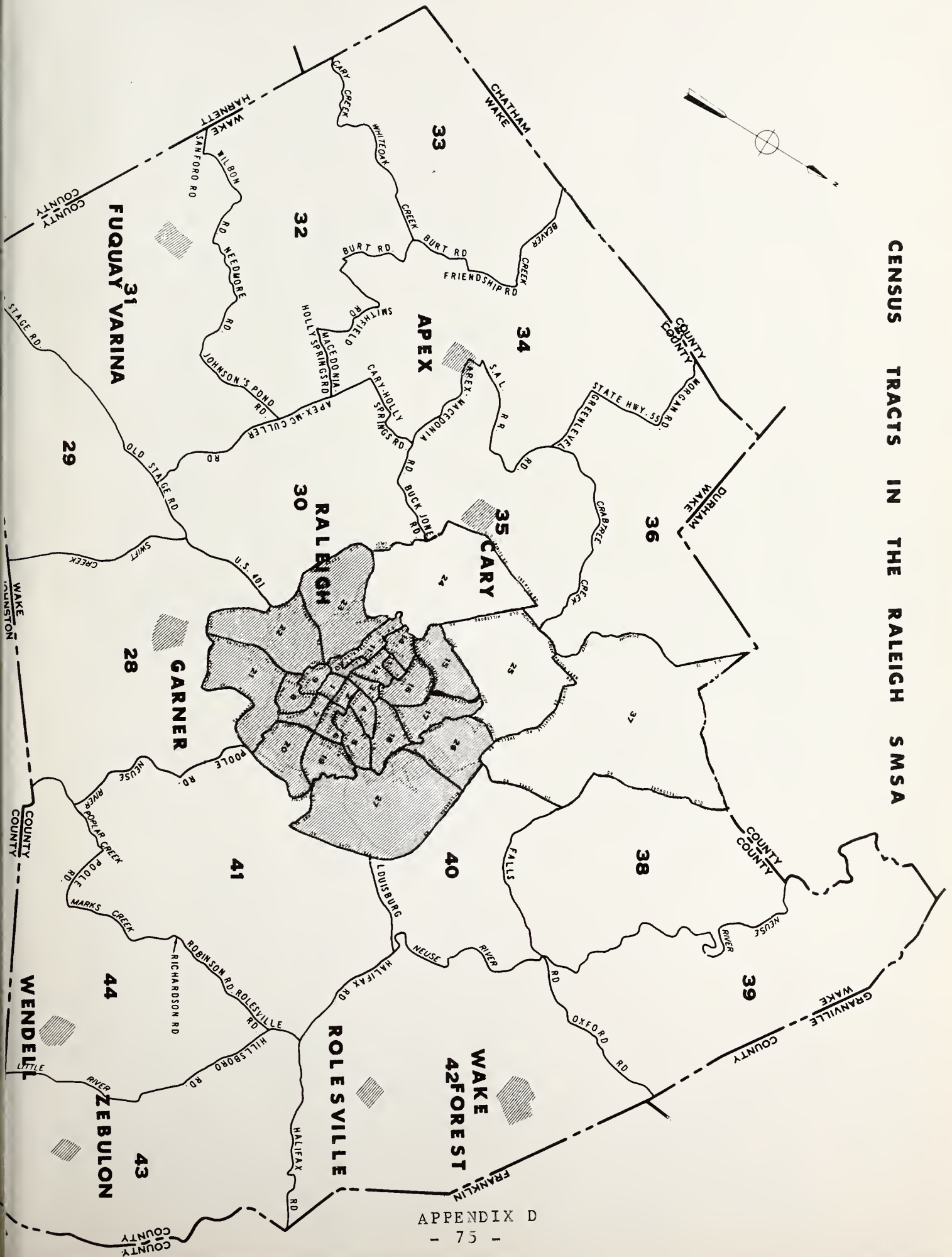
Name of natural gas supplier Public Service, Inc.

Who will supply electric power to industry on this site? \_\_\_\_\_

Carolina Power and Light Co.



# CENSUS TRACTS IN THE RALEIGH SMSA











UNIVERSITY OF N.C. AT CHAPEL HILL



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FOR USE ONLY IN  
THE NORTH CAROLINA COLLECTION



